

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
ಸ್ಥಾಪನೆ : 1916

ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಕಾರ್ಯಸೌಧ  
ಕ್ರಾಫರ್ಡ್ ಭವನ, ಮೈಸೂರು-570005

ಸಂಖ್ಯೆ:ಎಸಿ.6/58/2024-25

ದಿನಾಂಕ: 20-07-2024

ಅಧಿಸೂಚನೆ

ವಿಷಯ:- 2024-25ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನ ಬಿ.ವಿ.ಎ. VII & VIII ಸೆಮಿಸ್ಟರ್‌ನ ಲಲಿತ ಕಲೆಗಳ ಅಧ್ಯಯನದ(ಸ್ನಾತಕ) ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿರುವ ಬಗ್ಗೆ.


- ಉಲ್ಲೇಖ:- 1. ದಿನಾಂಕ 10.06.2024ರಂದು ಜರುಗಿದ ಲಲಿತ ಕಲೆಗಳ ಅಧ್ಯಯನ ಮಂಡಳಿ (ಸಂಯುಕ್ತ) ಸಭೆಯ ತೀರ್ಮಾನ.  
2. ದಿನಾಂಕ 18.06.2024ರಂದು ಜರುಗಿದ ಕಲಾ ನಿಕಾಯ ಸಭೆಯ ತೀರ್ಮಾನ.  
3. ದಿನಾಂಕ 28.06.2024ರಂದು ಜರುಗಿದ ಶಿಕ್ಷಣ ಮಂಡಳಿಯ ನಿರ್ಣಯ.

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ದಿನಾಂಕ 10.06.2024ರಂದು ಜರುಗಿದ ಲಲಿತ ಕಲೆಗಳ ಅಧ್ಯಯನ ಮಂಡಳಿಯು (ಸಂಯುಕ್ತ) ಬಿ.ವಿ.ಎ. VII & VIII ಸೆಮಿಸ್ಟರ್‌ನ ಲಲಿತ ಕಲೆಗಳ ಅಧ್ಯಯನ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ ಜಾರಿಗೊಳಿಸಲು ಶಿಫಾರಸ್ಸು ಮಾಡಿರುತ್ತದೆ.

ಉಲ್ಲೇಖಿತ (2 & 3)ರಂತೆ ದಿನಾಂಕ 18.06.2024 ಮತ್ತು 28.06.2024ರಂದು ಕ್ರಮವಾಗಿ ನಡೆದ ಕಲಾ ನಿಕಾಯ ಹಾಗೂ ವಿದ್ಯಾ ವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಗಳಲ್ಲಿ ಮೇಲಿನ ಪ್ರಸ್ತಾವನೆಗಳನ್ನು ಅನುಮೋದಿಸಲಾಗಿದೆ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಅಧಿಸೂಚನೆಯನ್ನು ಪ್ರಕಟಿಸಲಾಗಿದೆ.

ಲಲಿತ ಕಲೆಗಳ ಅಧ್ಯಯನ (ಸ್ನಾತಕ) ವಿಷಯದ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ವೆಬ್‌ಸೈಟ್ [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in) ನಿಂದ ಪಡೆಯಬಹುದಾಗಿದೆ.

  
ಕುಲಸಚಿವರು  
ಕಲಾ ನಿಕಾಯ  
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
ಕುಲಸಚಿವರು

ಇವರಿಗೆ;

1. ವಿಶ್ವವಿದ್ಯಾನಿಲಯಕ್ಕೆ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟ ಎಲ್ಲಾ ಕಾಲೇಜುಗಳ ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ - ಅಗತ್ಯ ಕ್ರಮಕ್ಕಾಗಿ.
2. ಕುಲಸಚಿವರು (ಪರೀಕ್ಷಾಂಗ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
3. ಡೀನರು, ಕಲಾ ನಿಕಾಯ, ಕನ್ನಡ ಅಧ್ಯಯನ ಮಂಡಳಿ, ಕನ್ನಡ ವಿಭಾಗ, ಸ್ನಾತಕೋತ್ತರ ಕೇಂದ್ರ, ಹೇಮಗಂಗೋತ್ರಿ, ಹಾಸನ.
4. ಅಧ್ಯಕ್ಷರು, ಲಲಿತ ಕಲೆಗಳ ಅಧ್ಯಯನ ಮಂಡಳಿ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ ಮಂಡಳಿ, ಮೌಲ್ಯಭವನ ಕಟ್ಟಡ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
6. ನಿರ್ದೇಶಕರು, ಪಿ.ಎಂ.ಇ.ಬಿ., ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
7. ನಿರ್ದೇಶಕರು. ಐ.ಸಿ.ಡಿ/ಐಕ್ಯೂಎಸಿ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು - ಇವರಿಗೆ ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ವೆಬ್‌ಸೈಟ್‌ನಲ್ಲಿ ಪ್ರಕಟಿಸಲು ಕೋರಲಾಗಿದೆ.

ಪು.ತಿ.ನೋ..

8. ಕುಲಪತಿಗಳು/ ವಿಶೇಷ ಅಧಿಕಾರಿಗಳು/ ಆಪ್ತ ಸಹಾಯಕರು/ ಕುಲಸಚಿವರು/ ಉಪಕುಲಸಚಿವರು/ ಸಹಾಯಕ ಕುಲಸಚಿವರು/ಅಧೀಕ್ಷಕರು, ಆಡಳಿತ ವಿಭಾಗ/ಸಾಮಾನ್ಯ/ಪಿಡಿಐ/ಪ್ರಾಧಿಕಾರ ಮತ್ತು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಪ್ರಾಧಿಕಾರ/ಪಿಡಿಐ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
9. ಕಾರ್ಯನಿರ್ವಾಹಕರು, ಆಡಳಿತಶಾಖೆಯ, AC2(S)/ AC-3/ AC-7(a)/ AC-9, ಶೈಕ್ಷಣಿಕ ವಿಭಾಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.- ಈ ಸಂಬಂಧ ಮುಂದಿನ ಕ್ರಮವಹಿಸುವಂತೆ ತಿಳಿಸಲಾಗಿದೆ.
10. ರಕ್ಷಾ ಕಡತಕ್ಕೆ.

# **Visual Arts BVA (NEP) Syllabus**

**7<sup>th</sup> & 8<sup>th</sup> Semester Syllabus**

CAVA, MYSORE

## Program Credit Structure of Bachelor of Visual Arts (B.V.A.) 4 Years

### All Visual Arts Specializations

Foundation in Visual Arts - Bachelor of Visual Arts (B.V.A.) 1 <sup>st</sup> Year Program							
Sem	Discipline Core Major (DSC) & Miner Discipline Core (MDC) (Credits)	Discipline Electives (DSE) / Open Electives (OE) (Credits)	Ability Enhancement Compulsory Courses (AECC), Languages (Credits)		Skill Enhancement Courses (SEC) (Credits)		Total credits
					Skill Based (SB)	Value Based (VB)	
<b>I</b>	DSC 1 (4 Credits) DSC 2 (4 Credits) DSC 3 (4 Credits)	OE-1 (3)	L1 - 1 (3) L2 - 1 (3)	EVS (3)		Health, Wellness & Yoga (2)	25 / 26
<b>II</b>	DSC 4 (4 Credits) DSC 5 (4 Credits) DSC 6 (4 Credits)	OE-2 (3)	L1 - 2 (3) L2 - 2 (3)		SEC-1 (2)	Sports (2)	25 / 26
Exit point with Certificate (with completion of courses equal to a minimum of 48 credits) & Entry Point for BVA Specialization courses							
<b>III</b>	DSC 7 (5 Credits) DSC 8 (4 Credits) DSC 9 (3 Credits)	OE-3 (3)	L1 - 3 (3) L2 - 3 (3)		SEC-2 (2)	R&R (S&G)/ Cultural (2)	25
<b>IV</b>	DSC 10 (5 Credits) DSC 11 (4 Credits) DSC 12 (3 Credits)		L1 - 4 (3) L2 - 4 (3)	CI (3)	SEC-3 (2)	NSS (2)	25
Exit point with Diploma in Visual Arts (with completion of courses equal to a minimum of 96 credits or continue studies with both subjects as majors)							
<b>V</b>	DSC 13 (5 Credits) DSC 14 (4 Credits) DSC 15 (3 Credits) DSC 16 (3 Credits)	Vocational-1 (3) DSE-1 (3)			SEC-4 (2)		23
<b>VI</b>	DSC 17 (5 Credits) DSC 18 (4 Credits) DSC 19 (3 Credits) DSC 20 (3 Credits)	Vocational-2 (3) DSE-2 (3)			Internship (2)		23
Exit point with Bachelor of Visual Arts, (with completion of courses equal to a minimum of 140 credits or continue studies)							
<b>VII</b>	DSC 21 (5 Credits) DSC 22 (3 Credits)	Vocational-3 (3) DSE-3 (3) Project (6) *					20
<b>VIII</b>	DSC 23 (5 Credits) DSC 24 (3 Credits)	Vocational-4 (3) DSE-4 (3) Project (6) *					20
Award of Bachelor of Visual Arts, B.V.A. Degree with Honours (with completion of courses equal to a minimum of 180 credits or continue studies)							

\* In lieu of the research Project, two additional elective papers/ Internship may be offered.

**Acronyms Expanded**

<b>DSC:</b>	Discipline Specific Core (Course)
<b>DSE:</b>	Discipline Specific Elective
<b>OEC:</b>	Open Elective Course
<b>AECC:</b>	Ability Enhancement Compulsory Course
<b>SEC-SB/VB:</b>	Skill Enhancement Course-Skill Based/ Value Based
<b>FA:</b>	Formative Assessment / Internal Assessment (IA)
<b>SA:</b>	Summative Assessment / Semester End Examination. (SEE)
<b>L+T+P:</b>	Lecture + Tutorial + Practical(s)

# **Department of Painting Specialization**

**THE FOLLOWING TABLES INDICATES EACH COURSE, CREDITS & SCHEME OF EXAMINATION**

**Distribution of Credits (L : T : P), Marks & Pattern of Examination**

**Program: Bachelor of Visual Arts (B.V.A.)**

**Department of Painting Specialization**

**VII - Semester**

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VII	<b>Creative Painting</b> (5 Credits) (0+ 2+ 3)	DSC 13	0	0	0	20	20	60	100	40	Display & Viva
VII	<b>Philosophy of Art – Indian Aesthetics</b> (3 Credits) (2+ 1+ 0)	DSC 16	20	20	60	0	0	0	100	40	2:30 Hour
Discipline Specified Electives											
VII	<b>Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism</b> (3 Credits) (0+1+2)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	<b>Project / Internship</b> (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VII	<b>Visual Art -Vocational – 3</b> (3 Credits) (2+1+0)	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Discipline Specified Electives offered by the college (any one of the following)**

Discipline Specified Electives											
VII	Painting	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Sculpture	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Graphics (Printmaking)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Applied Art	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Photography and Photojournalism	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VII	Visual Art -Vocational - 3	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Format of Examination Paper**

**Practical Papers – Total Marks – 60**

Display and Viva Voce = 60

**Project Papers – Total Marks – 40**

Display and Viva Voce = 40

**Theory Papers – Total Marks – 60**

Part A

10 Questions of 2 Marks Each = 20

Part B

4 Questions of 5 Marks Each = 20

Part C

2 Questions of 10 Marks Each = 20

## Department of Painting Specialization

### VIII - Semester

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VIII	<b>Creative Painting</b> (5 Credits) (0+ 2+ 3)	DSC 13	0	0	0	20	20	60	100	40	Display & Viva
VIII	<b>Philosophy of Art – Western Aesthetics</b> (3 Credits) (2+ 1+ 0)	DSC 16	20	20	60	0	0	0	100	40	2:30 Hour
Discipline Specified Electives											
VIII	<b>Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism</b> (3 Credits) (0+1+2)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	<b>Project / Internship</b> (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VIII	<b>Visual Art -Vocational – 4</b> (3 Credits) (2+1+0)	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Discipline Specified Electives offered by the college (any one of the following)

Discipline Specified Electives											
VIII	Painting	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Sculpture	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Graphics (Printmaking)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Applied Art	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Photography and Photojournalism	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VIII	Visual Art -Vocational - 4	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Format of Examination Paper

#### **Practical Papers – Total Marks – 60**

Display and Viva Voce = 60

#### **Project Papers – Total Marks – 40**

Display and Viva Voce = 40

#### **Theory Papers – Total Marks – 60**

##### Part A

10 Questions of 2 Marks Each = 20

##### Part B

4 Questions of 5 Marks Each = 20

##### Part C

2 Questions of 10 Marks Each = 20



## BVA 7<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 21 Creative Painting		Course 22 Philosophy of Art – Indian Aesthetics		Project / Internship	
Number of Practical Credits	Number of Teaching hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	160	3	64	6	192

### Course Title: Creative Painting

Course Title: Creative Painting	
Total Contact Hours: 160 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. It will bring in keen observation and grasping abilities.
2. It aims to develop an understanding and transfer into visual perception on a linear format.
3. It will equip them with rendering skills and hand & mind association.
4. Course also provides opportunity to learn from the interdisciplinary domains.
5. This course allows students to deeply observe and study the nature, culture and develop visual sensibilities, perceptual skills, analytical skills and representational skills.

Content of Course 21 – Creative Painting	160Hrs
<b>Unit 01:</b>	53/54
Chapter No. 01: Drawing & painting as medium of personal expression (exploration with chosen medium) Chapter No. 02: Identify and associate the mind, sense and image transformation Chapter No. 03: Exploring personal sensibilities in appropriate manner. (consider the body of work and visual sensibilities developed in oneself)	
<b>Unit 02:</b>	53/54
Chapter No. 04: Compositional analysis Chapter No. 05: Independent composition. Chapter No. 06: Analysis of various kinds of space in tradition.	
<b>Unit 03:</b>	53/54
Chapter No. 07: Application of Compositional Techniques. Chapter No. 08: Exercises in exploration of space in painting. Chapter No. 09: Preparing composition more suited towards independent exploration.	

**Pedagogy** - Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Out Door Practice:- Study of Heritage Buildings, Monuments, Zoo & Museums etc. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

### Reference Resources

### Course Title: Philosophy of Art– Indian Aesthetics

Course Title: Philosophy of Art– Indian Aesthetics	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. How cultural history is documented reflected in the visual arts
2. How religious practice beliefs socio political Indirectly effects artistic Perceptions
3. How Religious philosophical school and thoughts becomes the Source of art History
4. How cultural history is the main source in the development of art history
5. Study of Great sagas, scholars, political and Social movements plays important role in the visual art development
6. To understand the development of Aesthetic Theories proposed by Indian Theoreticians.
7. Associate the Art Principles with Visual Arts of different periods.

<b>Content of Course 22 – Philosophy of Art – Indian Aesthetics</b> (Classes conducted by Department of Art History)	64Hrs
<b>Unit –01</b>	20/21
Chapter No. 01: Introduction to Aesthetics and its scope. Chapter No. 02: Genesis and development of Indian Aesthetics. Chapter No. 03: Brief introduction to the basic principles of Indian philosophy as related to the arts.	
<b>Unit –02</b>	20/21
Chapter No. 04: Evolution of the Aesthetic concepts. Chapter No. 05: Natayashastra of Bharat Muni. Chapter No. 06: Theories of Rasa, Dhvani, Alamkara, Riti, Guna and Dosha.	
<b>Unit –03</b>	20/21
Chapter No. 07: Inter relationship of the above concepts and their relevance to arts. Chapter No. 08: Interrelationship of visual and performing arts. Chapter No. 09: Shadanga relevance to Vishnudharmottara Purana.	

**Pedagogy** - Lecture Method – Class Room Teaching. - Assignment based learning. - Visit to Visual Art Departments, Heritage Buildings, Monuments, Museums etc. - Use of Learning Recourses: -Audio – Visual aids, Films, Documentaries, Power Point Presentations.

### Reference Resources

## Course Title: Project / Internship

Course Title: <b>Project / Internship</b>	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

Note: Students has to submit a synopsis proposal before submitting synopsis, with consultation of faculty / mentor and respective department HOD. The synopsis study must be in relation to the course taught in the semester. The synopsis must be submitted in form of typed manuscript with supportable images. The document should be presented with properly bonded.

### Discipline Specified Elective Courses (DSE) - 3

DSE Course 3 Painting		DSE Course 3 Sculpture		DSE Course 3 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 3 Applied Art		DSE Course 3 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

Content of DSE Course 3 - Painting (Classes conducted by Department of Painting)	96Hrs
Unit 01: Self-thought process and express through painting.	30/32
Unit 02: Execution of painting techniques and methods.	30/32
Unit 03: Selecting the medias of painting to concept or self- expression.	30/32

Content of DSE Course 3 – Sculpture (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Composing round sculpture through own thought process.	30/32
Unit 02: Self- expression through Assembling wood or stone.	30/32
Unit 03: Self- expression through Carving in wood or stone.	30/32

Content of DSE Course 3 – Graphics (Printmaking) (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Relief printing techniques and methods.	30/32
Unit 03: Execution of Intaglio printing techniques and methods.	30/32

Content of DSE Course 3 – Applied Art (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Conceptual illustrative Exercises.	30/32
Unit 02: Story Board Illustration.	30/32
Unit 03: Editorial Illustration.	30/32

Content of DSE Course 3 – Photography & Photojournalism (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Fashion Photography	30/32
Unit 02: Advertising Photography	30/32
Unit 03: Food Photography	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.

### Course Title: Visual Art – Vocational – 3

Course Title: Visual Art - Vocational – 3	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.

## BVA 8<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 23 Creative Painting		Course 24 Philosophy of Art – Western Aesthetics		Project / Internship	
Number of Practical Credits	Number of Teaching hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	160	3	64	6	192

### Course Title: Creative Painting

Course Title: Creative Painting	
Total Contact Hours: 160 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. It will bring in keen observation and grasping abilities.
2. It aims to develop an understanding and transfer into visual perception on a linear format.
3. It will equip them with rendering skills and hand & mind association.
4. Course also provides opportunity to learn from the interdisciplinary domains.
5. This course allows students to deeply observe and study the nature, culture and develop visual sensibilities, perceptual skills, analytical skills and representational skills.

<b>Content of Course – Creative Painting</b>	160Hrs
<b>Unit 01:</b>	53/54
Chapter No. 01: Drawing & painting as medium of personal expression (exploration with chosen medium) Chapter No. 02: Identify and associate the mind, sense and image transformation Chapter No. 03: Exploring personal sensibilities in appropriate manner. (consider the body of work and visual sensibilities developed in oneself)	
<b>Unit 02:</b>	53/54
Chapter No. 04: Exercises from personal expression and continue with more emphasis on developing areas of visual art. Chapter No. 05: Analysis of contemporary linguistic explorations. Chapter No. 06: Identification of Individual compositional problems.	
<b>Unit 03:</b>	53/54
Chapter No. 07: Developing personal expression. Chapter No. 08: Making finished compositions with focus on personal expression and defending it. Chapter No. 09: Preparations for degree show (final display). Learning about presentation	

of work.

**Pedagogy** - Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Out Door Practice:- Study of Heritage Buildings, Monuments, Zoo & Museums etc. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

### Reference Resources

### Course Title: Philosophy of Art– Western Aesthetics

Course Title: Philosophy of Art– Western Aesthetics	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. To trace and understand the development of western Antithetic ideas of west
2. To know the western aesthetic ideas in relation to art works
3. To understand the value based analysis of aesthetics ideas of west
4. To understand the nature of art through aesthetic principles
5. To Understand and contrast the difference of opinion regard to aesthetics of west
6. To be sensitized to aesthetics sensibilities.

<b>Content of Course 22 – Philosophy of Art – Western Aesthetics</b> (Classes conducted by Department of Art History)	64Hrs
<b>Unit –01</b>	20/21
Chapter No. 01: Theories relating to the origin and creation of art. Communication, expression and release of emotions. Chapter No. 02: Imitation, Intuition, Inspiration, Imagination, Chapter No. 03: The role of the subconscious concepts of art and beauty with specific reference to: Plato, Aristotle, Vitruvius, langinus, Plotinus, St. Augustine and St. Aquinas.	
<b>Unit –02</b>	20/21
Chapter No. 04: Theories relating to works of art. Emphasis on relationship between actual works of art and the principles of aesthetics. Chapter No. 05: Organic structure, content and form, expression, Empathy, psychic distance, pleasure. Chapter No. 06: Concepts of art and beauty with special reference to Ghiberti, Leonardo da Vinci, Alberti, Lessing, Diderot, Baumgartner, Kant, Hegal, Clive Bell, Croce, Tolstoy.	
<b>Unit –03</b>	20/21
Chapter No. 07: Art in relation to society, Theories of art: Art as representation, art as pure form, art as expression. Chapter No. 08: Concepts of art and beauty with reference to: John Dewey, Santayana, Bullough, Worringer, Hume, C.J.Jung, Freud, Bradly, Marx, Engels, Sartre, Susanne Ianger, John Berger.	

**Pedagogy** - Lecture Method – Class Room Teaching. - Assignment based learning. - Visit to Visual Art Departments, Heritage Buildings, Monuments, Museums etc. - Use of Learning Resources: -Audio – Visual aids, Films, Documentaries, Power Point Presentations.

**Reference Books**

**Course Title: Project / Internship (Industry connect / Independent)**

Course Title: <b>Project / Internship (Industry connect / Independent)</b>	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. To understand the cognitive aspects of student in the selected area.
2. To understand the new possibilities of meaning in existing knowledge.
3. To understand the significant knowledge resource in the specific area.
4. To understand the systematic way of research process.

*Note: Students shall carry the research format, template and guidelines of research preparation and submission from the respective Department heads and mentor.*



## Discipline Specified Elective Courses (DSE) - 4

DSE Course 4 Painting		DSE Course 4 Sculpture		DSE Course 4 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 4 Applied Art		DSE Course 4 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

Content of DSE Course 4 - Painting (Classes conducted by Department of Painting)	96Hrs
Unit 01: Continue the personal art practice.	30/32
Unit 02: Experiment and understanding of the new ways of painting.	30/32
Unit 03: Art practice and its possibilities through painting.	30/32

Content of DSE Course 4 – Sculpture (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Continue the self-thought process in sculpture.	30/32
Unit 02: Express expression through wood or stone. (any process)	30/32
Unit 03: Express expression through metal sculpture. (any process)	30/32

Content of DSE Course 4 – Graphics (Printmaking) (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Planography printing techniques and methods	30/32
Unit 03: Execution of Serigraphy printing techniques and methods.	30/32

Content of DSE Course 4 – Applied Art (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Advertising Layouts for Commercial Services.	30/32
Unit 02: Info graphics.	30/32
Unit 03: Publication Illustration, Fashion Illustration.	30/32

Content of DSE Course 4 – Photography & Photojournalism (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Action Photography	30/32
Unit 02: Drone Photography	30/32
Unit 03: C 3 Assignment	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.

## Course Title: Visual Art – Vocational – 4

Course Title: Visual Art - Vocational – 4	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.

# **Department of Sculpture Specialization**

**THE FOLLOWING TABLES INDICATES EACH COURSE, CREDITS & SCHEME OF EXAMINATION**

**Distribution of Credits (L : T : P), Marks & Pattern of Examination**

**Program: Bachelor of Visual Arts (B.V.A.)**

**Department of Sculpture Specialization**

**VII - Semester**

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VII	<b>Creative Sculpture</b> (5 Credits) (0+ 2+ 3)	DSC 13	0	0	0	20	20	60	100	40	Display & Viva
VII	<b>Philosophy of Art – Indian Aesthetics</b> (3 Credits) (2+ 1+ 0)	DSC 16	20	20	60	0	0	0	100	40	2:30 Hour
Discipline Specified Electives											
VII	<b>Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism</b> (3 Credits) (0+1+2)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	<b>Project / Internship</b> (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VII	<b>Visual Art -Vocational – 3</b> (3 Credits) (2+1+0)	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Discipline Specified Electives offered by the college (any one of the following)**

Discipline Specified Electives											
VII	Painting	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Sculpture	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Graphics (Printmaking)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Applied Art	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Photography and Photojournalism	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VII	Visual Art -Vocational - 3	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Format of Examination Paper**

**Practical Papers – Total Marks – 60**

Display and Viva Voce = 60

**Project Papers – Total Marks – 40**

Display and Viva Voce = 40

**Theory Papers – Total Marks – 60**

Part A

10 Questions of 2 Marks Each = 20

Part B

4 Questions of 5 Marks Each = 20

Part C

2 Questions of 10 Marks Each = 20

## Department of Sculpture Specialization

### VIII - Semester

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VIII	<b>Creative Sculpture</b> (5 Credits) (0+ 2+ 3)	DSC 13	0	0	0	20	20	60	100	40	Display & Viva
VIII	<b>Philosophy of Art – Western Aesthetics</b> (3 Credits) (2+ 1+ 0)	DSC 16	20	20	60	0	0	0	100	40	2:30 Hour
Discipline Specified Electives											
VIII	<b>Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism</b> (3 Credits) (0+1+2)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	<b>Project / Internship</b> (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VIII	<b>Visual Art -Vocational – 4</b> (3 Credits) (2+1+0)	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Discipline Specified Electives offered by the college (any one of the following)

Discipline Specified Electives											
VIII	Painting	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Sculpture	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Graphics (Printmaking)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Applied Art	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Photography and Photojournalism	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva

### Vocational Courses (Course will have offered as per university Instructions)

VIII	Visual Art -Vocational - 4	VC-4	0	0	0	20	20	60	100	40	Display & Viva
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### Format of Examination Paper

#### **Practical Papers – Total Marks – 60**

Display and Viva Voce = 60

#### **Project Papers – Total Marks – 40**

Display and Viva Voce = 40

#### **Theory Papers – Total Marks – 60**

##### Part A

10 Questions of 2 Marks Each = 20

##### Part B

4 Questions of 5 Marks Each = 20

##### Part C

2 Questions of 10 Marks Each = 20

## BVA 7<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 21 Creative Sculpture		Course 22 Philosophy of Art – Indian Aesthetics		Project / Internship	
Number of Practical Credits	Number of Teaching hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	160	3	64	6	192

### Course Title: Creative Sculpture

Course Title: Creative Sculpture	
Total Contact Hours: 160 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. Develops creativity to execute visual art through creative sculpture format.
2. It will enrich the observation and grasping abilities to develop creative sculptural compositions.
3. It makes focuses on fundamentals of sculpture and ability to transform own composed drawings in to sculpture.
4. It will equip them with sculpture modeling skills and metal casting is learnt.
5. Gives basic introduction to Methods and Techniques of Sculpture.
6. Course also provides opportunity to learn from the interdisciplinary domains, with materialistic and technical approach.

<b>Content of Course 21 – Creative Sculpture</b>	160Hrs
<b>Unit 01: Self-thought exploration in to sculpture</b>	53/54
Chapter No. 01: Portrait and full life study as monumental sculpture or sculpture composition of self-expression or other forms. Chapter No. 02: Exploring the suitability of material and image to the chosen environment. Chapter No. 03: Practice self-thought process with modern and contemporary art through new and old medias.	
<b>Unit 02: Sculpture compositions in Metal</b>	53/54
Chapter No. 04: limitations and possibilities of metal as a sculpture media. Chapter No. 05: Compose self-expression and explore in metal casting process. Chapter No. 06: Compose self-expression and explore in metal welding process.	
<b>Unit 03: Methods and Techniques Metal Sculpture</b>	53/54
Chapter No. 07: Techniques and theory of Metal casting. Chapter No. 08: Direct metal work method: - Composition by various techniques in metal A) Arc Welding B) Soldering C) Brazing D) Riveting E) Repousse method.	

Chapter No. 09: Metal casting method: - 1. Metal casting by lost wax process A) Indian lost wax process. B) Italian lost wax Process. 2. Sand Casting or Oil Mould Process. (Piece mould and Mother mould Making, Wax Application on mould, making sculpture in direct wax, Wax sheet, Core or mould making, Channel making, Direct and Indirect method of metal pouring, Finishing, polishing and Patina.	
<b>Sketch book, Journal, Drawings and Maquettes making are compulsory practice in all works.</b>	

**Pedagogy** - Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Out Door Practice:- Study of Heritage Buildings, Monuments, Zoo & Museums etc. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

### Course Title: Philosophy of Art– Indian Aesthetics

Course Title: Philosophy of Art– Indian Aesthetics	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

8. How cultural history is documented reflected in the visual arts
9. How religious practice beliefs socio political Indirectly effects artistic Perceptions
10. How Religious philosophical school and thoughts becomes the Source of art History
11. How cultural history is the main source in the development of art history
12. Study of Great sagas, scholars, political and Social movements plays important role in the visual art development
13. To understand the development of Aesthetic Theories proposed by Indian Theoreticians.
14. Associate the Art Principles with Visual Arts of different periods.

<b>Content of Course 22 – Philosophy of Art – Indian Aesthetics</b> (Classes conducted by Department of Art History)	64Hrs
<b>Unit –01</b>	20/21
Chapter No. 01: Introduction to Aesthetics and its scope. Chapter No. 02: Genesis and development of Indian Aesthetics. Chapter No. 03: Brief introduction to the basic principles of Indian philosophy as related to the arts.	
<b>Unit –02</b>	20/21
Chapter No. 04: Evolution of the Aesthetic concepts. Chapter No. 05: Natayashastra of Bharat Muni. Chapter No. 06: Theories of Rasa, Dhvani, Alamkara, Riti, Guna and Dosha.	
<b>Unit –03</b>	20/21
Chapter No. 07: Inter relationship of the above concepts and their relevance to arts. Chapter No. 08: Interrelationship of visual and performing arts.	

**Pedagogy** - Lecture Method – Class Room Teaching. - Assignment based learning. - Visit to Visual Art Departments, Heritage Buildings, Monuments, Museums etc. - Use of Learning Recourses: -Audio – Visual aids, Films, Documentaries, Power Point Presentations.

**Reference Books**

References of all common theory (Art History and Philosophy of Art) were mentioned in Painting department syllabus.

**Course Title: Project / Internship**

Course Title: Project / Internship	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury and Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

Note: Students has to submit a synopsis proposal before submitting synopsis, with consultation of faculty / mentor and respective department HOD. The synopsis study must be in relation to the course taught in the semester. The synopsis must be submitted in form of typed manuscript with supportable images. The document should be presented with properly bonded.



### Discipline Specified Elective Courses (DSE) - 3

DSE Course 3 Painting		DSE Course 3 Sculpture		DSE Course 3 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 3 Applied Art		DSE Course 3 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

<b>Content of DSE Course 3 - Painting</b> (Classes conducted by Department of Painting)	96Hrs
Unit 01: Self-thought process and express through painting.	30/32
Unit 02: Execution of painting techniques and methods.	30/32
Unit 03: Selecting the medias of painting to concept or self- expression.	30/32

<b>Content of DSE Course 3 – Sculpture</b> (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Composing round sculpture through own thought process.	30/32
Unit 02: Self- expression through Assembling wood or stone.	30/32
Unit 03: Self- expression through Carving in wood or stone.	30/32

<b>Content of DSE Course 3 – Graphics (Printmaking)</b> (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Relief printing techniques and methods.	30/32
Unit 03: Execution of Intaglio printing techniques and methods.	30/32

<b>Content of DSE Course 3 – Applied Art</b> (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Conceptual illustrative Exercises.	30/32
Unit 02: Story Board Illustration.	30/32
Unit 03: Editorial Illustration.	30/32

<b>Content of DSE Course 3 – Photography &amp; Photojournalism</b> (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Fashion Photography	30/32
Unit 02: Advertising Photography	30/32
Unit 03: Food Photography	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.

### Course Title: Visual Art – Vocational – 3

Course Title: Visual Art - Vocational – 3	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.

## BVA 8<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 23 Creative Sculpture		Course 24 Philosophy of Art – Western Aesthetics		Project / Internship	
Number of Practical Credits	Number of Teaching hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	160	3	64	6	192

### Course Title: Creative Sculpture

Course Title: Creative Sculpture	
Total Contact Hours: 160 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. Develops creativity to execute visual art through creative sculpture format.
2. It will enrich the observation and grasping abilities to develop creative sculptural compositions.
3. It makes focuses on fundamentals of sculpture and ability to represent own composed sculpture to viewers.
4. It will equip them with sculpture modeling skills and presentation skill is learnt.
5. Gives introduction to research Methods and Techniques of Sculpture.
6. Course also provides opportunity to learn from the interdisciplinary domains, with materialistic and technical approach.

<b>Content of Course 23 – Creative Sculpture</b>	160Hrs
<b>Unit 01: Continue the Self-Thought Process and Practice work of art</b>	53/54
Chapter No. 01: Importance and Intension behind self-thought process as work of art. Chapter No. 02: Exploring the suitability of materials and subjects in personal expression. Chapter No. 03: Modern & contemporary art practice and self-thoughts practice.	
<b>Unit 02: Explore Through Deferent Medias</b>	53/54
Chapter No. 04: Sensibility and Intention of materials used in sculpture or work of art. Chapter No. 05: Space, environment, site, surface, surroundings, and other things domination in sculpture. Chapter No. 06: work of art with materialistic, conceptual, abstract, site specific, etc. approaches.	
<b>Unit 03: Methods and Techniques of Presentation or Display</b>	53/54
Chapter No. 07: Methods of presentation and interaction with viewers.	

Chapter No. 08: Old and new ways of presentation and interaction with work of art. Chapter No. 09: Curation and Critical analysis of Sculpture or work of art.	
<b>Sketch book, Journal, Drawings and Maquettes making are compulsory practice in all works.</b>	

**Pedagogy** - Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Out Door Practice:- Study of Heritage Buildings, Monuments, Zoo & Museums etc. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

### Course Title: Philosophy of Art– Western Aesthetics

Course Title: Philosophy of Art– Western Aesthetics	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

7. To trace and understand the development of western Antithetic ideas of west
8. To know the western aesthetic ideas in relation to art works
9. To understand the value based analysis of aesthetics ideas of west
10. To understand the nature of art through aesthetic principles
11. To Understand and contrast the difference of opinion regard to aesthetics of west
12. To be sensitized to aesthetics sensibilities.

<b>Content of Course 24 – Philosophy of Art – Western Aesthetics</b> (Classes conducted by Department of Art History)	64Hrs
<b>Unit –01</b>	20/21
Chapter No. 01: Theories relating to the origin and creation of art. Communication, expression and release of emotions. Chapter No. 02: Imitation, Intuition, Inspiration, Imagination, Chapter No. 03: The role of the subconscious concepts of art and beauty with specific reference to: Plato, Aristotle, Vitruvius, langinus, Plotinus, St. Augustine and St. Aquinas.	
<b>Unit –02</b>	20/21
Chapter No. 04: Theories relating to works of art. Emphasis on relationship between actual works of art and the principles of aesthetics. Chapter No. 05: Organic structure, content and form, expression, Empathy, psychic distance, pleasure. Chapter No. 06: Concepts of art and beauty with special reference to Ghiberti, Leonardo da Vinci, Alberti, Lessing, Diderot, Baumgartner, Kant, Hegal, Clive Bell, Croce, Tolstoy.	
<b>Unit –03</b>	20/21
Chapter No. 07: Art in relation to society, Theories of art: Art as representation, art as pure form, art as expression. Chapter No. 08: Concepts of art and beauty with reference to: John Dewey, Santayana, Bullough, Worringer, Hume, C.J.Jung, Freud, Bradly, Marx, Engels, Sartre, Susanne Ianger, John Berger.	

Chapter No. 09: Comparative study of Indian Philosophy of Art, Western Philosophy of Art and Chinese Philosophy of Art.

**Pedagogy** - Lecture Method – Class Room Teaching. - Assignment based learning. - Visit to Visual Art Departments, Heritage Buildings, Monuments, Museums etc. - Use of Learning Resources: -Audio – Visual aids, Films, Documentaries, Power Point Presentations.

**Reference Books**

References of all common theory (Art History and Philosophy of Art) were mentioned in Painting department syllabus.

**Course Title: Project / Internship (Industry connect / Independent)**

Course Title: <b>Project / Internship (Industry Connect / Independent)</b>	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. To understand the cognitive aspects of student in the selected area.
2. To understand the new possibilities of meaning in existing knowledge.
3. To understand the significant knowledge resource in the specific area.
4. To understand the systematic way of research process.

*Note: Students shall carry the research format, template and guidelines of research preparation and submission from the respective Department heads and mentor.*

## Discipline Specified Elective Courses (DSE) - 4

DSE Course 4 Painting		DSE Course 4 Sculpture		DSE Course 4 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 4 Applied Art		DSE Course 4 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

Content of DSE Course 4 - Painting (Classes conducted by Department of Painting)	96Hrs
Unit 01: Continue the personal art practice.	30/32
Unit 02: Experiment and understanding of the new ways of painting.	30/32
Unit 03: Art practice and its possibilities through painting.	30/32

Content of DSE Course 4 – Sculpture (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Continue the self-thought process in sculpture.	30/32
Unit 02: Express expression through wood or stone. (any process)	30/32
Unit 03: Express expression through metal sculpture. (any process)	30/32

Content of DSE Course 4 – Graphics (Printmaking) (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Planography printing techniques and methods	30/32
Unit 03: Execution of Serigraphy printing techniques and methods.	30/32

Content of DSE Course 4 – Applied Art (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Advertising Layouts for Commercial Services.	30/32
Unit 02: Info graphics.	30/32
Unit 03: Publication Illustration, Fashion Illustration.	30/32

Content of DSE Course 4 – Photography & Photojournalism (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Action Photography	30/32
Unit 02: Drone Photography	30/32
Unit 03: C 3 Assignment	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.

## Course Title: Visual Art – Vocational – 4

Course Title: Visual Art - Vocational – 4	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.

# **Department of Graphics (Printmaking) Specialization**



**THE FOLLOWING TABLES INDICATES EACH COURSE, CREDITS & SCHEME OF EXAMINATION**

**Distribution of Credits (L : T : P), Marks & Pattern of Examination**

**Program: Bachelor of Visual Arts (B.V.A.)**

**Department of Graphics (Printmaking) Specialization**

**VII - Semester**

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VII	<b>Creative Printmaking</b> (5 Credits) (0+ 2+ 3)	DSC 13	0	0	0	20	20	60	100	40	Display & Viva
VII	<b>Philosophy of Art – Indian Aesthetics</b> (3 Credits) (2+ 1+ 0)	DSC 16	20	20	60	0	0	0	100	40	2:30 Hour
Discipline Specified Electives											
VII	<b>Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism</b> (3 Credits) (0+1+2)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	<b>Project / Internship</b> (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VII	<b>Visual Art -Vocational – 3</b> (3 Credits) (2+1+0)	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Discipline Specified Electives offered by the college (any one of the following)**

Discipline Specified Electives											
VII	Painting	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Sculpture	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Graphics (Printmaking)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Applied Art	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Photography and Photojournalism	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VII	Visual Art -Vocational - 3	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Format of Examination Paper**

**Practical Papers – Total Marks – 60**

Display and Viva Voce = 60

**Project Papers – Total Marks – 40**

Display and Viva Voce = 40

**Theory Papers – Total Marks – 60**

Part A

10 Questions of 2 Marks Each = 20

Part B

4 Questions of 5 Marks Each = 20

Part C

2 Questions of 10 Marks Each = 20

## Department of Graphics (Printmaking) Specialization

### VIII - Semester

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VIII	<b>Creative Printmaking</b> (5 Credits) (0+ 2+ 3)	DSC 13	0	0	0	20	20	60	100	40	Display & Viva
VIII	<b>Philosophy of Art – Western Aesthetics</b> (3 Credits) (2+ 1+ 0)	DSC 16	20	20	60	0	0	0	100	40	2:30 Hour
Discipline Specified Electives											
VIII	<b>Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism</b> (3 Credits) (0+1+2)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	<b>Project / Internship</b> (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VIII	<b>Visual Art -Vocational – 4</b> (3 Credits) (2+1+0)	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Discipline Specified Electives offered by the college (any one of the following)

Discipline Specified Electives											
VIII	Painting	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Sculpture	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Graphics (Printmaking)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Applied Art	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Photography and Photojournalism	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VIII	Visual Art -Vocational - 4	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Format of Examination Paper

#### **Practical Papers – Total Marks – 60**

Display and Viva Voce = 60

#### **Project Papers – Total Marks – 40**

Display and Viva Voce = 40

#### **Theory Papers – Total Marks – 60**

##### Part A

10 Questions of 2 Marks Each = 20

##### Part B

4 Questions of 5 Marks Each = 20

##### Part C

2 Questions of 10 Marks Each = 20

## BVA 7<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 21 Creative Printmaking		Course 22 Philosophy of Art – Indian Aesthetics		Project / Internship	
Number of Practical Credits	Number of Teaching hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	160	3	64	6	192

### Course Title: Creative Printmaking

Course Title: Creative Printmaking	
Total Contact Hours: 160 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. This course allows students to deeply observe and study the nature, culture and develop visual sensibilities, perceptual skills, analytical skills and representational skills through printmaking process.
2. It will bring in keen observation and grasping abilities of personal experience. It aims to develop an understanding and transfer into printmaking perception.
3. Course build ability to express personal experience as a printmaking composition.
4. Course offers experimental and technical approach of printmaking process.
5. It will equip them with rendering skills and hand grip in multimedia printing process.
6. Course also provides opportunity to learn from the interdisciplinary domains.

Content of Course 21 – Creative Printmaking	160Hrs
<b>Unit 01:</b>	53/54
Chapter No. 01: Drawing and prints in a chosen medium best suited to individual needs and creativity. Chapter No. 02: Drawing based on personal expertise and creative expression. Chapter No. 03: A chosen medium to express the personal exploration.	
<b>Unit 02:</b>	53/54
Chapter No. 04: Explore the relief technique of printing process. Chapter No. 05: Explore the multicolor printing process Chapter No. 06: Explore the technical aspects of master printmakers of India.	
<b>Unit 03:</b>	53/54
Chapter No. 07: Explore the intaglio printing process method using various surfaces. Chapter No. 08: Explore the viscosity printing process and method Chapter No. 09: Explore the mezzotint printing process and method.	

**Pedagogy** - Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Out Door Practice:- Study of Heritage Buildings, Monuments, Zoo & Museums etc. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

**Course Title: Philosophy of Art– Indian Aesthetics**

Course Title: Philosophy of Art– Indian Aesthetics	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. How cultural history is documented reflected in the visual arts
2. How religious practice beliefs socio political Indirectly effects artistic Perceptions
3. How Religious philosophical school and thoughts becomes the Source of art History
4. How cultural history is the main source in the development of art history
5. Study of Great sagas, scholars, political and Social movements plays important role in the visual art development
6. To understand the development of Aesthetic Theories proposed by Indian Theoreticians.
7. Associate the Art Principles with Visual Arts of different periods.

<b>Content of Course 22 – Philosophy of Art – Indian Aesthetics</b> (Classes conducted by Department of Art History)	64Hrs
<b>Unit –01</b>	20/21
Chapter No. 01: Introduction to Aesthetics and its scope. Chapter No. 02: Genesis and development of Indian Aesthetics. Chapter No. 03: Brief introduction to the basic principles of Indian philosophy as related to the arts.	
<b>Unit –02</b>	20/21
Chapter No. 04: Evolution of the Aesthetic concepts. Chapter No. 05: Natayashastra of Bharat Muni. Chapter No. 06: Theories of Rasa, Dhvani, Alamkara, Riti, Guna and Dosha.	
<b>Unit –03</b>	20/21
Chapter No. 07: Inter relationship of the above concepts and their relevance to arts. Chapter No. 08: Interrelationship of visual and performing arts. Chapter No. 09: Shadanga relevance to Vishnudharmottara Purana.	

**Pedagogy** - Lecture Method – Class Room Teaching. - Assignment based learning. - Visit to Visual Art Departments, Heritage Buildings, Monuments, Museums etc. - Use of Learning Recourses: -Audio – Visual aids, Films, Documentaries, Power Point Presentations.

**Reference Books**

References of all common theory (Art History and Philosophy of Art) were mentioned in Painting department syllabus.

## Course Title: Project / Internship

Course Title: Project	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury and Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

Note: Students has to submit a synopsis proposal before submitting synopsis, with consultation of faculty / mentor and respective department HOD. The synopsis study must be in relation to the course taught in the semester. The synopsis must be submitted in form of typed manuscript with supportable images. The document should be presented with properly bonded.

### Discipline Specified Elective Courses (DSE) - 3

DSE Course 3 Painting		DSE Course 3 Sculpture		DSE Course 3 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 3 Applied Art		DSE Course 3 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

<b>Content of DSE Course 3 - Painting</b> (Classes conducted by Department of Painting)	96Hrs
Unit 01: Self-thought process and express through painting.	30/32
Unit 02: Execution of painting techniques and methods.	30/32
Unit 03: Selecting the medias of painting to concept or self- expression.	30/32

<b>Content of DSE Course 3 – Sculpture</b> (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Composing round sculpture through own thought process.	30/32
Unit 02: Self- expression through Assembling wood or stone.	30/32
Unit 03: Self- expression through Carving in wood or stone.	30/32

<b>Content of DSE Course 3 – Graphics (Printmaking)</b> (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Relief printing techniques and methods.	30/32
Unit 03: Execution of Intaglio printing techniques and methods.	30/32

<b>Content of DSE Course 3 – Applied Art</b> (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Conceptual illustrative Exercises.	30/32
Unit 02: Story Board Illustration.	30/32
Unit 03: Editorial Illustration.	30/32

<b>Content of DSE Course 3 – Photography &amp; Photojournalism</b> (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Fashion Photography	30/32
Unit 02: Advertising Photography	30/32
Unit 03: Food Photography	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.

### Course Title: Visual Art – Vocational – 3

Course Title: Visual Art - Vocational – 3	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.

## BVA 8<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 23 Creative Printmaking		Course 24 Philosophy of Art – Western Aesthetics		Project / Internship	
Number of Practical Credits	Number of Teaching hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	160	3	64	6	192

### Course Title: Creative Printmaking

Course Title: Creative Printmaking	
Total Contact Hours: 160 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. This course allows students to deeply observe and study the nature, culture and develop visual sensibilities, perceptual skills, analytical skills and representational skills through printmaking process.
2. It will bring in keen observation and grasping abilities of personal experience. It aims to develop an understanding and transfer into printmaking perception.
3. Course build ability to express personal experience as a printmaking composition.
4. Course offers experimental and technical approach of printmaking process.
5. It will equip them with rendering skills and hand grip in multimedia printing process.
6. Course also provides opportunity to learn from the interdisciplinary domains.

Content of Course 21 – Creative Printmaking	160Hrs
<b>Unit 01:</b>	53/54
Chapter No. 01: Drawing and prints in a chosen medium best suited to individual needs and creativity. Chapter No. 02: Drawing based on personal expertise and creative expression. Chapter No. 03: A chosen medium to express the personal exploration.	
<b>Unit 02:</b>	53/54
Chapter No. 04: Exploring Planography printing process and a field visit. Chapter No. 05: Exploring Lithographic printing process. (stone and plate) Chapter No. 06: Exploring Chromolithography and its process.	
<b>Unit 03:</b>	53/54
Chapter No. 07: Explore Serigraphy techniques with reference to personal intents. Chapter No. 08: Exploring the Serigraphy method emphasizing a photo image. Chapter No. 09: Explore the serigraphy printing process using new techniques.	



**Pedagogy** - Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Out Door Practice:- Study of Heritage Buildings, Monuments, Zoo & Museums etc. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

**Course Title: Philosophy of Art– Western Aesthetics**

Course Title: Philosophy of Art– Western Aesthetics	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

- 13. To trace and understand the development of western Antithetic ideas of west
- 14. To know the western aesthetic ideas in relation to art works
- 15. To understand the value based analysis of aesthetics ideas of west
- 16. To understand the nature of art through aesthetic principles
- 17. To Understand and contrast the difference of opinion regard to aesthetics of west
- 18. To be sensitized to aesthetics sensibilities.

<b>Content of Course 22 – Philosophy of Art – Western Aesthetics</b> (Classes conducted by Department of Art History)	64Hrs
<b>Unit –01</b>	20/21
Chapter No. 01: Theories relating to the origin and creation of art. Communication, expression and release of emotions. Chapter No. 02: Imitation, Intuition, Inspiration, Imagination, Chapter No. 03: The role of the subconscious concepts of art and beauty with specific reference to: Plato, Aristotle, Vitruvius, langinus, Plotinus, St. Augustine and St. Aquinas.	
<b>Unit –02</b>	20/21
Chapter No. 04: Theories relating to works of art. Emphasis on relationship between actual works of art and the principles of aesthetics. Chapter No. 05: Organic structure, content and form, expression, Empathy, psychic distance, pleasure. Chapter No. 06: Concepts of art and beauty with special reference to Ghiberti, Leonardo da Vinci, Alberti, Lessing, Diderot, Baumgartner, Kant, Hegal, Clive Bell, Croce, Tolstoy.	
<b>Unit –03</b>	20/21
Chapter No. 07: Art in relation to society, Theories of art: Art as representation, art as pure form, art as expression. Chapter No. 08: Concepts of art and beauty with reference to: John Dewey, Santayana, Bullough, Worringer, Hume, C.J.Jung, Freud, Bradly, Marx, Engels, Sartre, Susanne Ianger, John Berger. Chapter No. 09: Comparative study of Indian Philosophy of Art, Western Philosophy of Art and chines Philosophy of Art.	

**Pedagogy** - Lecture Method – Class Room Teaching. - Assignment based learning. - Visit to Visual Art Departments, Heritage Buildings, Monuments, Museums etc. - Use of Learning Recourses: -Audio – Visual aids, Films, Documentaries, Power Point Presentations.

**Reference Books**

References of all common theory (Art History and Philosophy of Art) were mentioned in Painting department syllabus.

**Course Title: Project /Internship (Industry Connect / Independent)**

Course Title: <b>Project/ Internship (Industry Connect / Independent)</b>	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury & Viva.
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. To understand the cognitive aspects of student in the selected area.
2. To understand the new possibilities of meaning in existing knowledge.
3. To understand the significant knowledge resource in the specific area.
4. To understand the systematic way of research process.

*Note: Students shall carry the research format, template and guidelines of research preparation and submission from the respective Department heads and mentor.*

## Discipline Specified Elective Courses (DSE) - 4

DSE Course 4 Painting		DSE Course 4 Sculpture		DSE Course 4 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 4 Applied Art		DSE Course 4 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

Content of DSE Course 4 - Painting (Classes conducted by Department of Painting)	96Hrs
Unit 01: Continue the personal art practice.	30/32
Unit 02: Experiment and understanding of the new ways of painting.	30/32
Unit 03: Art practice and its possibilities through painting.	30/32

Content of DSE Course 4 – Sculpture (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Continue the self-thought process in sculpture.	30/32
Unit 02: Express expression through wood or stone. (any process)	30/32
Unit 03: Express expression through metal sculpture. (any process)	30/32

Content of DSE Course 4 – Graphics (Printmaking) (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Planography printing techniques and methods	30/32
Unit 03: Execution of Serigraphy printing techniques and methods.	30/32

Content of DSE Course 4 – Applied Art (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Advertising Layouts for Commercial Services.	30/32
Unit 02: Info graphics.	30/32
Unit 03: Publication Illustration, Fashion Illustration.	30/32

Content of DSE Course 4 – Photography & Photojournalism (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Action Photography	30/32
Unit 02: Drone Photography	30/32
Unit 03: C 3 Assignment	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.

## Course Title: Visual Art – Vocational – 4

Course Title: Visual Art - Vocational – 4	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.

# **Department of Applied Art Specialization**

**THE FOLLOWING TABLES INDICATES EACH COURSE, CREDITS & SCHEME OF EXAMINATION**

**Distribution of Credits (L : T : P), Marks & Pattern of Examination**

**Program: Bachelor of Visual Arts (B.V.A.)**

**Department of Applied Art Specialization**

**VII - Semester**

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VII	Advertising Design - 3 (5 Credits) (0+ 2+ 3)	DSC 13	0	0	0	20	20	60	100	40	Display & Viva
VII	Advertising Theory - 3 (3 Credits) (2+ 1+ 0)	DSC 16	20	20	60	0	0	0	100	40	2:30 Hour
Discipline Specified Electives											
VII	Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism (3 Credits) (0+1+2)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Project / Internship (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VII	Visual Art -Vocational – 3 (3 Credits) (2+1+0)	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Discipline Specified Electives offered by the college (any one of the following)**

Discipline Specified Electives											
VII	Painting	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Sculpture	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Graphics (Printmaking)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Applied Art	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Photography and Photojournalism	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VII	Visual Art -Vocational - 3	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Format of Examination Paper**

**Practical Papers – Total Marks – 60**

Display and Viva Voce = 60

**Project Papers – Total Marks – 40**

Display and Viva Voce = 40

**Theory Papers – Total Marks – 60**

Part A

10 Questions of 2 Marks Each = 20

Part B

4 Questions of 5 Marks Each = 20

Part C

2 Questions of 10 Marks Each = 20

## Department of Applied Art Specialization

### VIII - Semester

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VIII	Advertising Design - 4(5 Credits) (0+ 2+ 3)	DSC 13	0	0	0	20	20	60	100	40	Display & Viva
VIII	Advertising Theory - 4 (3 Credits) (2+ 1+ 0)	DSC 16	20	20	60	0	0	0	100	40	2:30 Hour
Discipline Specified Electives											
VIII	Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism (3 Credits) (0+1+2)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Project / Internship (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VIII	Visual Art -Vocational – 4 (3 Credits) (2+1+0)	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Discipline Specified Electives offered by the college (any one of the following)

Discipline Specified Electives											
VIII	Painting	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Sculpture	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Graphics (Printmaking)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Applied Art	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Photography and Photojournalism	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VIII	Visual Art -Vocational - 4	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Format of Examination Paper

#### Practical Papers – Total Marks – 60

Display and Viva Voce = 60

#### Project Papers – Total Marks – 40

Display and Viva Voce = 40

#### Theory Papers – Total Marks – 60

##### Part A

10 Questions of 2 Marks Each = 20

##### Part B

4 Questions of 5 Marks Each = 20

##### Part C

2 Questions of 10 Marks Each = 20

## BVA 7<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 21 Advertising Design - 3		Course 22 Advertising Theory - 3		Project / Internship	
Number of Practical Credits	Number of Teaching hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	160	3	64	6	192

### Course Title: Advertising Design - 3

Course Title: Advertising Design - 3	
Total Contact Hours: 160 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Jury & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. What a layout is and how to create an effective one.
2. The basics of two dimensional design including the elements and principles of art.
3. About color theory and its implication in Graphic Design.
4. About Graphic Design as a career.
5. To improve their design skills and techniques using a variety of tools.
6. In depth Understanding of design elements such as Typography, color, Layout, Images and Symbol will be explored.

<b>Content of Course 21 – Advertising Design-3 (Campaign Design and Development-1)</b>	160Hrs
<b>Unit 01:</b> Study on research methodology related to the design process of advertising campaign on Public Welfare of any relevant current issue. Design a Communication Campaign for a specific subject from Conceptualization to final execution.	53/54
<b>Unit 02:</b> Students collect and analyze data, and develop design criteria to produce an individual Project abstract, also creation of concept, selection proper medias and copy platform.	53/54
<b>Unit 03:</b> In executing this assignment student will receive all assistance and guidance from their Teachers.	53/54

**Pedagogy** – Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations. - Intrapersonal Teaching.



## Course Title: Advertising Theory - 3

Course Title: Advertising Theory - 3	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

(Write 3-7 course outcomes. Course outcomes are statements of observable student actions that serve as evidence of knowledge, skills and values acquired in this course)

1. Theory knowledge brings the basic understanding of visual communication language with deeper awareness.
2. Course also provides opportunity to learn fundamentals of all domains.
3. At the end of the course the student should be able to understand the entire process of Advertising Campaign and Marketing Process.

<b>Content of Course 22 – Advertising Theory - 3</b> (Classes conducted by the Department of Applied Art)	64Hrs
<b>Unit –01: An Overview of Campaign Planning.</b>	20/21
Chapter No. 01: What is an Advertising Campaign? Campaign Objectives. Chapter No. 02: The Marketing Mix: Basis of Campaign Plans. Chapter No. 03: The Planning of Advertising.	
<b>Unit –02: Advertising and Consumer Behavior.</b>	20/21
Chapter No. 04: Study of Consumer Behavior. Chapter No. 05: Consumer Decision Process. Chapter No. 06: Social and Cultural Factors.	
<b>Unit –03: Defining Target Markets.</b>	20/21
Chapter No. 07: Study of Market Segment. Chapter No. 08: Advantages of targeting. Chapter No. 09: Rule of Psychology in Advertising.	

**Pedagogy** – Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

### Reference Books

1. **Advertising art and Ideas** –Dr Rage, 2. **Hand book of early advertising art pictorial Volume** – P horning, 3. **The new Guide to graphic Design** –BOB Cotton by W goody, 4. **Colour Harmony Layout, Hand book of Typography** –Kailas takie, 5. **Colour and meaning** –john gage, 6. **Advertising new techniques** –Thomas Kempen, 7. **Typography Essentials** –ina Saltz, 8. **Sign and Symbols** –Rotovision, 9. **The Graphics of communication 3<sup>rd</sup> Edition** –T Turnbull & russel N Baird, 10. **Ogilvy on Advertising** – Ogilvy, 11. **Creative source –3<sup>rd</sup> annual addition-** peter cordy, 12. **Graphic Design Refereed** –rock port publisher, 13. **Signs and Symbols** –mark Hampshire, 14. **Secrete of digital Animation-** Stewen with row, 15. **Typography Essentials** –imasahz, 16. **Grffiti world** – nicholos ganz, 17. **Contact: Human Communication and its History** Edited by Raymond Williams, 18. **Advertising 4<sup>th</sup> Edition** –Charles

Schewe, 19. **Graphic Designers print plus colour hand book**-Barb Kerg, 20. **Complete Guide to Advertising** – Barry Day, 21. **Visual Transformation** –ABC Zurich. 22. **Colour and Meaning (Art, Science and Symbolism)** – John Gage.

**Course Title: Project / Internship**

Course Title: Project / Internship	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury and Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

Note: Students has to submit a synopsis proposal before submitting synopsis, with consultation of faculty / mentor and respective department HOD. The synopsis study must be in relation to the course taught in the semester. The synopsis must be submitted in form of typed manuscript with supportable images. The document should be presented with properly bonded.

### Discipline Specified Elective Courses (DSE) - 3

DSE Course 3 Painting		DSE Course 3 Sculpture		DSE Course 3 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 3 Applied Art		DSE Course 3 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

Content of DSE Course 3 - Painting (Classes conducted by Department of Painting)	96Hrs
Unit 01: Self-thought process and express through painting.	30/32
Unit 02: Execution of painting techniques and methods.	30/32
Unit 03: Selecting the medias of painting to concept or self- expression.	30/32

Content of DSE Course 3 – Sculpture (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Composing round sculpture through own thought process.	30/32
Unit 02: Self- expression through Assembling wood or stone.	30/32
Unit 03: Self- expression through Carving in wood or stone.	30/32

Content of DSE Course 3 – Graphics (Printmaking) (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Relief printing techniques and methods.	30/32
Unit 03: Execution of Intaglio printing techniques and methods.	30/32

Content of DSE Course 3 – Applied Art (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Conceptual illustrative Exercises.	30/32
Unit 02: Story Board Illustration.	30/32
Unit 03: Editorial Illustration.	30/32

Content of DSE Course 3 – Photography & Photojournalism (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Fashion Photography	30/32
Unit 02: Advertising Photography	30/32
Unit 03: Food Photography	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.

### Course Title: Visual Art – Vocational – 3

Course Title: Visual Art - Vocational – 3	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.

## BVA 8<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 23 Advertising Design - 4		Course 24 Advertising Theory - 4		Project / Internship	
Number of Practical Credits	Number of Teaching hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	160	3	64	6	192

### Course Title: Advertising Design - 4

Course Title: Advertising Design - 4	
Total Contact Hours: 160 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. What a layout is and how to create an effective one.
2. The basics of two dimensional design including the elements and principles of art.
3. About color theory and its implication in Graphic Design.
4. About Graphic Design as a career.
5. To improve their design skills and techniques using a variety of tools.
6. In depth Understanding of design elements such as Typography, color, Layout, Images and Symbol will be explored.

<b>Content of Course 21 – Advertising Design-4 (Campaign Design and Development)</b>	160Hrs
<b>Unit 01:</b> Study on research methodology related to the market and Target market research for Consumer Product/Service. Campaign Design Process.	53/54
<b>Unit 02:</b> Students collect and analyze data and develop design criteria to produce and individual project abstract, also creation of proper Visualization, Media Planning, and Copy Platform.	53/54
<b>Unit 03:</b> Executing the advertising Campaign assignments student will receive all assistance and guidance from their Teachers.	53/54

**Pedagogy** – Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations. - Intrapersonal Teaching.

## Course Title: Advertising Theory - 4

Course Title: Advertising Theory - 4	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. Theory knowledge brings the basic understanding of visual communication language with deeper awareness.
2. Course also provides opportunity to learn fundamentals of all domains.
3. At the end of the course the student should be able to understand the Creative Advertising, Market Research and Advertising Medias.

<b>Content of Course 22 – Advertising Theory - 4</b> (Classes conducted by the Department of Applied Art)	64Hrs
<b>Unit –01: Creative advertising.</b>	20/21
Chapter No. 01: Planning and Execution. Chapter No. 02: Product analyses, Copy Platform. Chapter No. 03: Human Motives, Desire and Hope.	
<b>Unit –02 Market and Market Research.</b>	20/21
Chapter No. 04: Nature and Scope of Marketing. Chapter No. 05: Pre-Production, Planning and Prototype, Consumer Reaction. Chapter No. 06: Motivation Research and Brand Image.	
<b>Unit –03 Selection of Advertising Media.</b>	20/21
Chapter No. 07: Selection of Appropriate Media for Advertising. Chapter No. 08: Evaluation of the Media. Chapter No. 09: Major Media Analysis.	

**Pedagogy** – Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

### Reference Books:

1. **Advertising art and Ideas** –Dr Rage, 2. **Hand book of early advertising art pictorial Volume** – P horning, 3. **The new Guide to graphic Design** –BOB Cotton by W goody, 4. **Colour Harmony Layout, Hand book of Typography** –Kailas takeie, 5. **Colour and meaning** –john gage, 6. **Advertising new techniques** –Thomas Kempfen, 7. **Typography Essentials** –ina Saltz, 8. **Sign and Symbols** –Rotovision, 9. **The Graphics of communication 3<sup>rd</sup> Edition** –T Turnbull & russel N Baird, 10. **Ogilvy on Advertising** – Ogilvy, 11. **Creative source –3<sup>rd</sup> annual addition-** peter cordy, 12. **Graphic Design Refereed** –rock port publisher, 13. **Signs and Symbols** –mark Hampshire, 14. **Secrete of digital Animation-** Stewen with row, 15. **Typography Essentials** –imasahz, 16. **Grffiti world** – nicholos ganz, 17. **Contact: Human**

**Communication and its History** Edited by Raymond Williams, **18. Advertising 4<sup>th</sup> Edition** –Charles Schewe, **19. Graphic Designers print plus colour hand book**-Barb Kerg, **20. Complete Guide to Advertising** – Barry Day, **21. Visual Transformation** –ABC Zurich. **22. Colour and Meaning (Art, Science and Symbolism)** – John Gage.

**Course Title: Project / Internship (Industry connect / Independent)**

Course Title: Project / Internship (Industry connect / Independent)	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. To understand the cognitive aspects of student in the selected area.
2. To understand the new possibilities of meaning in existing knowledge.
3. To understand the significant knowledge resource in the specific area.
4. To understand the systematic way of research process.

*Note: Students shall carry the research format, template and guidelines of research preparation and submission from the respective Department heads and mentor.*



## Discipline Specified Elective Courses (DSE) - 4

DSE Course 4 Painting		DSE Course 4 Sculpture		DSE Course 4 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 4 Applied Art		DSE Course 4 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

<b>Content of DSE Course 4 - Painting</b> (Classes conducted by Department of Painting)	96Hrs
Unit 01: Continue the personal art practice.	30/32
Unit 02: Experiment and understanding of the new ways of painting.	30/32
Unit 03: Art practice and its possibilities through painting.	30/32

<b>Content of DSE Course 4 – Sculpture</b> (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Continue the self-thought process in sculpture.	30/32
Unit 02: Express expression through wood or stone. (any process)	30/32
Unit 03: Express expression through metal sculpture. (any process)	30/32

<b>Content of DSE Course 4 – Graphics (Printmaking)</b> (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Planography printing techniques and methods	30/32
Unit 03: Execution of Serigraphy printing techniques and methods.	30/32

<b>Content of DSE Course 4 – Applied Art</b> (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Advertising Layouts for Commercial Services.	30/32
Unit 02: Info graphics.	30/32
Unit 03: Publication Illustration, Fashion Illustration.	30/32

<b>Content of DSE Course 4 – Photography &amp; Photojournalism</b> (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Action Photography	30/32
Unit 02: Drone Photography	30/32
Unit 03: C 3 Assignment	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.



## Course Title: Visual Art – Vocational – 4

Course Title: Visual Art - Vocational – 4	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.

# **Department of Photography and Photojournalism Specialization**

**THE FOLLOWING TABLES INDICATES EACH COURSE, CREDITS & SCHEME OF EXAMINATION**

**Distribution of Credits (L : T : P), Marks & Pattern of Examination**

**Program: Bachelor of Visual Arts (B.V.A.)**

**Department of Photography and Photojournalism Specialization**

**VII - Semester**

Core Course												
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory			IA- Practical's			Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3				
VII	Photography & Photojournalism (5 Credits) (0+ 2+ 3)	DSC 13	0	0	0	20	20	60	100	40	Display & Viva	
VII	Mass Communication and Media Laws (3 Credits) (2+ 1+ 0)	DSC 16	20	20	60	0	0	0	100	40	2:30 Hour	
Discipline Specified Electives												
VII	Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism (3 Credits) (0+1+2)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva	
VII	Project / Internship (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva	
VII	Visual Art - Vocational – 3 (3 Credits) (2+1+0)	VC-3	0	0	0	20	20	60	100	40	Display & Viva	

**Discipline Specified Electives offered by the college (any one of the following)**

Discipline Specified Electives											
VII	Painting	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Sculpture	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Graphics (Printmaking)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Applied Art	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Photography and Photojournalism	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VII	Visual Art - Vocational - 3	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Format of Examination Paper**

**Practical Papers – Total Marks – 60**

Display and Viva Voce = 60

**Project Papers – Total Marks – 40**

Display and Viva Voce = 40

**Theory Papers – Total Marks – 60**

Part A

10 Questions of 2 Marks Each = 20

Part B

4 Questions of 5 Marks Each = 20

Part C

2 Questions of 10 Marks Each = 20

## Department of Photography and Photojournalism Specialization

### VIII - Semester

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VIII	<b>Photography &amp; Photojournalism</b> (5 Credits) (0+ 2+ 3)	DSC 13	0	0	0	20	20	60	100	40	Display & Viva
VIII	<b>Mass Communication and Media Laws</b> (3 Credits) (2+ 1+ 0)	DSC 16	20	20	60	0	0	0	100	40	2:30 Hour
Discipline Specified Electives											
VIII	<b>Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism</b> (3 Credits) (0+1+2)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	<b>Project / Internship</b> (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VIII	<b>Visual Art - Vocational – 4</b> (3 Credits) (2+1+0)	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Discipline Specified Electives offered by the college (any one of the following)

Discipline Specified Electives											
VIII	Painting	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Sculpture	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Graphics (Printmaking)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Applied Art	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Photography and Photojournalism	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VIII	Visual Art Vocational - 4	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Format of Examination Paper

#### **Practical Papers – Total Marks – 60**

Display and Viva Voce = 60

#### **Project Papers – Total Marks – 40**

Display and Viva Voce = 40

#### **Theory Papers – Total Marks – 60**

##### Part A

10 Questions of 2 Marks Each = 20

##### Part B

4 Questions of 5 Marks Each = 20

##### Part C

2 Questions of 10 Marks Each = 20

## BVA 7<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 21 Photography and Photojournalism		Course 22 Mass Communication and Media Laws		Project / Internship	
Number of Practical Credits	Number of Teaching hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	160	3	64	6	192

### Course Title: Photography and Photojournalism

Course Title: Photography and Photojournalism	
Total Contact Hours: 160 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. Students become assistant of the leading fashion photographer.
2. Student will be able to work independently to achieve stated goals.
3. Students learn upgrade technical in drone photography

Content of Course 21 Photography and Photojournalism	160Hrs
<b>Unit 01: Fashion Photography</b>	53/54
Chapter No. 01: Introduction & History of Fashion Chapter No. 02: Fashion Pose & Expression, Stylist, Location, Model Clothes Planning Chapter No. 03: Lighting Special Effects, Advance Lighting, Creating Background (Indore & Outdoor Fashion Lighting)	
<b>Unit 02: Advertising Photography</b>	53/54
Chapter No. 04: Role of Photography in Advertising, Working Schedules Chapter No. 05: Professional and Creative shootings Chapter No. 06: Different types of Fashion Photography, Catalog Photography, High Fashion, Street Fashion, Editorial Fashion and Runway Fashion	
<b>Unit 03: Photojournalism</b>	53/54
Chapter No. 07: Future of photojournalism- the digital camera, image capture, image output, how to tell a story. Chapter No. 08: Freelance photojournalism. - The working side of newspaper photography, press photography as a full time job. - Copyright- who owns the pictures. Chapter No. 09: Practical assignments & “The Eye” wall newspaper.	

**Pedagogy** - Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Out Door Practice:- Study of Heritage Buildings, Monuments, Zoo & Museums etc. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

**Book Reference**

Beauty Shorts by - Alex Lag & Jan Wood  
 Fashion Photography Pro Lighting Seriously Fashion by – Freeman  
 Making the cut in Fashion – Breed  
 Photojournalism – Gopi Krishna Sahay  
 Print Media and Photojournalism – Monita Singh

**Course Title: Mass Communication and Media Laws**

<b>Content of Course 22 - Mass Communication and Media Laws</b>	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. To enable the students to apply journalistic ethics
- 2 to understand the media laws and ethics
- 3 to understand the growth and types of mass communication media
- 4 to know the information gathering techniques

<b>Content of Course 22 – Mass Communication and Media Laws</b>	64Hrs
<b>Unit –01 Mass Communication and Media Laws</b>	20/21
Chapter No. 01: Definition, nature, scope and functions of communication. Chapter No. 02: Definition, nature, scope and functions of communication. Chapter No. 03: The Press and Registration of Books Act 1867.	
<b>Unit –02 Communication through journalism</b>	20/21
Chapter No. 04: News media Chapter No. 05: News and views as communication content Chapter No. 06: Interviews, press conference and features	
<b>Unit –03 Laws and ethics</b>	20/21
Chapter No. 07: Media laws Chapter No. 08: Media ethics Chapter No. 09: Copyright act	

**Pedagogy** - Lecture Method – Class Room Teaching. - Assignment based learning. - Visit to Visual Art Departments, Heritage Buildings, Monuments, Museums etc. - Use of Learning Recourses: -Audio – Visual aids, Films, Documentaries, Power Point Presentations.

**Reference Books**

Journalism in India by Rangaswami Parthasarathy  
 Mass communication and journalism in India by D.S.Mehta  
 Mass communications in India by Kevel J Kumar  
 Mass Media and related Laws in India – Banssi Manna  
 Media Laws India and Abroad – Purvee Malpani  
 Media Law – Dr. S R Myneni

## Course Title: Project / Internship

Course Title: Project / Internship	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury and Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

Note: Students has to submit a synopsis proposal before submitting synopsis, with consultation of faculty / mentor and respective department HOD. The synopsis study must be in relation to the course taught in the semester. The synopsis must be submitted in form of typed manuscript with supportable images. The document should be presented with properly bonded.

### Discipline Specified Elective Courses (DSE) - 3

DSE Course 3 Painting		DSE Course 3 Sculpture		DSE Course 3 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 3 Applied Art		DSE Course 3 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

<b>Content of DSE Course 3 - Painting</b> (Classes conducted by Department of Painting)	96Hrs
Unit 01: Self-thought process and express through painting.	30/32
Unit 02: Execution of painting techniques and methods.	30/32
Unit 03: Selecting the medias of painting to concept or self- expression.	30/32

<b>Content of DSE Course 3 – Sculpture</b> (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Composing round sculpture through own thought process.	30/32
Unit 02: Self- expression through Assembling wood or stone.	30/32
Unit 03: Self- expression through Carving in wood or stone.	30/32

<b>Content of DSE Course 3 – Graphics (Printmaking)</b> (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Relief printing techniques and methods.	30/32
Unit 03: Execution of Intaglio printing techniques and methods.	30/32

<b>Content of DSE Course 3 – Applied Art</b> (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Conceptual illustrative Exercises.	30/32
Unit 02: Story Board Illustration.	30/32
Unit 03: Editorial Illustration.	30/32

<b>Content of DSE Course 3 – Photography &amp; Photojournalism</b> (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Fashion Photography	30/32
Unit 02: Advertising Photography	30/32
Unit 03: Food Photography	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.



### Course Title: Visual Art – Vocational – 3

Course Title: Visual Art - Vocational – 3	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.

## BVA 8<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 23 Photography and Photojournalism		Course 24 Mass Communication and Media Laws		Project / Internship	
Number of Practical Credits	Number of Teaching hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	160	3	64	6	192

### Course Title: Photography and Photojournalism

Course Title: <b>Photography and Photojournalism</b>	
Total Contact Hours: 160 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Jury & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. It will bring in keen observation and grasping abilities. It aims to develop an understanding and transfer into Photography perception on Action Photography
2. It will equip them with Photography skills and learn How to handling Clint.
3. Course also provides opportunity to learn from the internships.
4. This course allows students to deeply observe and study the nature, culture and develop visual sensibilities, perceptual skills, analytical skills and representa

Content of Course 23 – Photography and Photojournalism	160Hrs
<b>Unit 01: Action Photography</b>	53/54
Chapter No. 01: Introduction of Action Photography Chapter No. 02: Accessories & Equipment, Lenses, Tripod, Lighting, Creating A Story Board Chapter No. 03: Tricks of Sports and Action Photography, track and Field Sports	
<b>Unit 02: Drone Photography</b>	53/54
Chapter No. 04: History of Aerial Photography Chapter No. 05: Planning & Elements Aerial Photography Chapter No. 06: Aerial Photo Interpretation Techniques and Tools	
<b>Unit 03: Photojournalism</b>	53/54
Chapter No. 07: Types of photojournalism - Documentary Photojournalism - Action Photojournalism - Career aspects of a photojournalist. Chapter No. 08: Comparative photojournalism: A comparative study of leading newspapers and magazines. - Research in photojournalism. Chapter No. 09: Practical assignments & “The Eye” wall newspaper.	

**Pedagogy** - Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Out Door Practice:- Study of Heritage Buildings, Monuments, Zoo & Museums etc. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

**Book Reference**

Digital Sports photography – G Newman Lowrance  
 Sports photography - Puffer read miller  
 The Handbook Of drone Photography - Chase Guttmann  
 Photojournalism – Gopi Krishna Sahay  
 Print Media and Photojournalism – Monita Singh

**Course Title: Mass Communication and Media Laws**

Course Title: Mass Communications and Media Laws	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. Two understand the national communication objectives
- 2 Students will able to know about awards and expert studies in the field of communication and photo journalism
- 3 Prepare students for expected career
- 4 Understand the importance of photographs in communication and journalism

<b>Content of Course 24 - Mass Communication and Media Laws</b>	
<b>Unit –01 Mass Communication and Media Laws</b>	20/21
Chapter No. 01: Right to Information Act 2000. Chapter No. 02: Press Council of India. Chapter No. 03: Sedition and obscenity.	
<b>Unit –02 Preparation for a career in communication and photo journalism</b>	20/21
Chapter No. 04: Opportunities in the field of communication and photo journalism Chapter No. 05: Required knowledge and skills Chapter No. 06: Selection of resources and preparation	
<b>Unit –03 Role of photography in communication and journalism</b>	20/21
Chapter No. 07: Basic understanding of photo journalism as communication content Chapter No. 08: Usage of photographs for journalistic purpose Chapter No. 09: A critique on the world's contemporary photo journalism	

**Pedagogy** - Lecture Method – Class Room Teaching. - Assignment based learning. - Visit to Visual Art Departments, Heritage Buildings, Monuments, Museums etc. - Use of Learning Recourses: -Audio – Visual aids, Films, Documentaries, Power Point Presentations.

**Reference Books**

Journalism in India by Rangaswami Parthasarathy  
 Mass communication and journalism in India by D.S.Mehta  
 Mass communications in India by Kevel J Kumar

Mass Media and related Laws in India – Bansil Manna  
Media Laws India and Abroad – Purvee Malpani  
Media Law – Dr. S R Myneni

**Course Title: Project / Internship (Industry connect / Independent)**

Course Title: <b>Project (Industry connect / Independent)</b>	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

**Course Pre-requisite(s):** Mention only course titles from the curriculum that are needed to be taken by the students before registering for this course.

**Course Outcomes (COs):** At the end of the course the student should be able to:

1. To understand the cognitive aspects of student in the selected area.
2. To understand the new possibilities of meaning in existing knowledge.
3. To understand the significant knowledge resource in the specific area.
4. to understand the systematic way of research process.

*Note: Students shall carry the research format, template and guidelines of research preparation and submission from the respective Department heads and mentor.*

## Discipline Specified Elective Courses (DSE) - 4

DSE Course 4 Painting		DSE Course 4 Sculpture		DSE Course 4 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 4 Applied Art		DSE Course 4 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

<b>Content of DSE Course 4 - Painting</b> (Classes conducted by Department of Painting)	96Hrs
Unit 01: Continue the personal art practice.	30/32
Unit 02: Experiment and understanding of the new ways of painting.	30/32
Unit 03: Art practice and its possibilities through painting.	30/32

<b>Content of DSE Course 4 – Sculpture</b> (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Continue the self-thought process in sculpture.	30/32
Unit 02: Express expression through wood or stone. (any process)	30/32
Unit 03: Express expression through metal sculpture. (any process)	30/32

<b>Content of DSE Course 4 – Graphics (Printmaking)</b> (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Planography printing techniques and methods	30/32
Unit 03: Execution of Serigraphy printing techniques and methods.	30/32

<b>Content of DSE Course 4 – Applied Art</b> (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Advertising Layouts for Commercial Services.	30/32
Unit 02: Info graphics.	30/32
Unit 03: Publication Illustration, Fashion Illustration.	30/32

<b>Content of DSE Course 4 – Photography &amp; Photojournalism</b> (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Action Photography	30/32
Unit 02: Drone Photography	30/32
Unit 03: C 3 Assignment	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.

## Course Title: Visual Art – Vocational – 4

Course Title: Visual Art - Vocational – 4	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.

# **Department of Art History Specialization**

**THE FOLLOWING TABLES INDICATES EACH COURSE, CREDITS & SCHEME OF EXAMINATION**

**Distribution of Credits (L : T : P), Marks & Pattern of Examination**

**Program: Bachelor of Visual Arts (B.V.A.)**

**Department of Art History Specialization**

**VII - Semester**

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VII	<b>Modern Western Art</b> (5 Credits) (3+ 2+ 0)	DSC 21	20	20	60	0	0	0	100	40	2:30 Hour
VII	<b>Modern Indian Art</b> (3 Credits) (2+ 1+ 0)	DSC 22	20	20	60	0	0	0	100	40	2:30 Hour
Discipline Specified Electives											
VII	<b>Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism</b> (3 Credits) (0+1+2)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	<b>Project / Internship</b> (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VII	<b>Visual Art -Vocational – 3</b> (3 Credits) (2+1+0)	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Discipline Specified Electives offered by the college (any one of the following)**

Discipline Specified Electives											
VII	Painting	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Sculpture	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Graphics (Printmaking)	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Applied Art	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva
VII	Photography and Photojournalism	DSE - 3	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VII	Visual Art -Vocational - 3	VC-3	0	0	0	20	20	60	100	40	Display & Viva

**Format of Examination Paper**

**Practical Papers – Total Marks – 60**

Display and Viva Voce = 60

**Project Papers – Total Marks – 40**

Display and Viva Voce = 40

**Theory Papers – Total Marks – 60**

Part A

10 Questions of 2 Marks Each = 20

Part B

4 Questions of 5 Marks Each = 20

Part C

2 Questions of 10 Marks Each = 20



## Department of Art History Specialization

### VIII - Semester

Core Course											
SEM	Core Course & Credits - L : T : P	Course Type	IA- Theory		Exam	IA- Practical's		Exam	Max-Marks	Min-Pass C1+C2+C3	Examination Type & Hours
			C1	C2	C3	C1	C2	C3			
VIII	<b>History of Art History</b> (5 Credits) (3+ 2+ 0)	DSC 23	20	20	60	0	0	0	100	40	2:30 Hour
VIII	<b>Global Trends in Visual Art</b> (3 Credits) (2+ 1+ 0)	DSC 24	20	20	60	0	0	0	100	40	2:30 Hour

Discipline Specified Electives											
VIII	<b>Painting/ Sculpture/ Graphics/ Applied Art/ Photography and Photojournalism</b> (3 Credits) (0+1+2)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	<b>Project / Internship</b> (6 Credits) (0+2+4)		0	0	0	30	30	40	100	40	Jury & Viva
VIII	<b>Visual Art -Vocational – 4</b> (3 Credits) (2+1+0)	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Discipline Specified Electives offered by the college (any one of the following)

Discipline Specified Electives											
VIII	Painting	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Sculpture	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Graphics (Printmaking)	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Applied Art	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva
VIII	Photography and Photojournalism	DSE - 4	0	0	0	20	20	60	100	40	Display & Viva

Vocational Courses											
VIII	Visual Art -Vocational - 4	VC-4	0	0	0	20	20	60	100	40	Display & Viva

### Format of Examination Paper

#### Practical Papers – Total Marks – 60

Display and Viva Voce = 60

#### Project Papers – Total Marks – 40

Display and Viva Voce = 40

#### Theory Papers – Total Marks – 60

##### Part A

10 Questions of 2 Marks Each = 20

##### Part B

4 Questions of 5 Marks Each = 20

##### Part C

2 Questions of 10 Marks Each = 20

## BVA 7<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 21 Modern Western Art		Course 22 Modern Indian Art		Project / Internship	
Number of Theory credits	Number of Lecture hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	64	3	64	6	192

### Course Title: Modern Western Art

Course Title: Modern Western Art	
Total Contact Hours: 64 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hrs.
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

### Course Pre-requisite(s): Modern Western Art

#### Course Outcomes (COs):

1. To trace the development of modern art in west
2. to understand sociocultural and political impact on modern art
3. To understand the stylistic affiliation of modern art
4. To understand the ideological stands of artists in relation to art practices.
5. To understand the visual language of modern art movements.

Content of Course 21 – Modern Western Art	160Hrs
<b>Unit 01:</b> Chapter No. 01: <b>Impressionism:</b> Impressionism as the ideological premise. Rise of capitalism. Threshold of modernism. Impressionism the avant-garde movement. Impressionism and the techniques of painting. Impressionist exhibitions. Manet, Monet, Degas, Renoir, Marry Cassatt, Berthe Morisot Chapter No. 02: <b>Post Impressionism.</b> Neo impressionism, Chromo Luminarism, Pointillism, Revisionism, Synthesis. Different approaches of Post Impressionism. Post Impressionism and its influence on 20th century art. Van Gogh, Gauguin, Lautrec, Seurat and Cezanne. Chapter No. 03: <b>20<sup>TH</sup> CENTURY ART</b> <b>Cubism</b> - Influence of Post-Impression on Cubism, Pablo Picasso Blue Period, Red Period, Analytic cubism and Synthetic Cubism, George Braque, Fernand Leger, Juan Gris	53/54
<b>Unit 02:</b> Chapter No. 04: <b>Futurism</b> - Notion of a manifesto, Umbreto Boccioni, Luigi Russolo, Giacomina Balla, Gino Sevrini, Carlo Cara Chapter No. 05: <b>Fauvism</b> - Three regions / groups Académie Carrière (under Gustav Moreau), from Châtou and from Le Havre, Artists at Académie Carrière : Henri Matisse, Albert Marquet, Charles Camoin, Henri Manguin, Jean Puy, Artists from Châtou: Andre Derain, Maurice de Vlaminck, Artists from Le Havre: Emile Othon Friesz, Raoul Dufy, Georges Braque	53/54

Chapter No. 06: <b>Dadaism</b> - Zurich: Jean Arp and Marcel Janco, Marcel Duchamp, Man Ray, and Francis Picabia New York, Andre Breton with the above members in Paris, Berlin: John Heart field and George Grosz, Cologne: Max Ernst, Hanover: Kurt Schwitters, Writers - Hugo Ball, Tristan Tzara, Richard Huelsen beck, Manifesto, Sound poems; Anti-art and art, Accidental poetry, music, skits, storytelling and manifestos	
<b>Unit 03:</b>	53/54
Chapter No. 07: <b>Surrealism</b> – Manifesto, Psychic automatism, Salvador Dali René Magritte Joan Miró , MaxErnst, Man Ray , André Masson, Yves Tanguy ,Giorgio de Chirico <b>German Expressionism</b> - Die Brücke, (The Bridge): Ernst Ludwig Kirchner, Erich Heckel, Emil Nolde, Other artists - Otto Mueller or Müller Erich Heckel Fritz Bleyl Karl Schmidt-Rottluff, Der Blaue Reiter (The Blue Raider) 1911:Wassily Kandinsky, Franz Marc, Gabriele Münter <b>Abstract Expressionism</b> - Action or Gesture painters Jackson Pollock, Williém de Kooning, James Brook, Franz Kline, Krasner, Robert Motherwell, Bardley Walter Tomlin, Colour Field pictures Barnett Newman, Mark Rothko, A.D. Reinhardt - simple, unified blocks of colour.  Chapter No. 08: <b>Suprematism</b> - Kazimir Malevich <b>Constructivism</b> - ValdimirTatlin, Naum Gabo, AleksanderRodchenko <b>De Stijl</b> - Theo van Doesburg, Piet Mondrian  Chapter No. 09: <b>Bauhaus</b> - Eclectic attitude and multidisciplinary approach <b>Pop Art</b> - Overview of - late capitalism, consumerist society, mass production, advertising and mass media, Great Britain - Formation of the Independent Group - Broadening taste into more popular, less academic art, North America lived in experience - Difference in - Fine Art and Pop - Art objects or mass culture objects, Andy Warhol, Roy Lichtenstein, Richard Hamilton, Jasper Jones, David Hockney, R. B. Kitaj, SigmarPolke, Robert Rauschenberg <b>Conceptual Art</b> - Dominance of cerebral over emotivespect of art – Dematerialization, Concept as a machine to make art, Joseph Beuys, Joseph Kosuth, YvesKlein, Piero Manzoni, Gilbert Proesch and George Passmore	

**Pedagogy** - Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Out Door Practice:- Study of Heritage Buildings, Monuments, Zoo & Museums etc. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

### Course Title: Modern Indian Art

Course Title: Modern Indian Art	
Total Contact Hours: 128 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hours
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

### Course Pre-requisite(s): Modern Indian Art

### Course Outcomes (COs):

1. To trace the development of Art in Modern India.

2. To Understand the social and political impact on Modern Indian Art.
3. To Understand the colonial legacy of Modern Indian Art.
4. To Understand the diverse range of influences on Modern Indian Artists.
5. To understand the group formation in Indian Art.
6. To understand distinctive features of Indian Art.
7. To understand the questions of Identity, art for art sake, art for society sake.

<b>Content of Course 22 – Modern Indian Art</b>	64Hrs
<b>Unit –01</b>	20/21
<p>Chapter No. 01: <b>1) General overview of the political scenario and the decline in royal patronage and emergence of new patrons – East India Company Bengal 1757 and others; emergence of new centers of art, Documentation purpose topographical, architectural, archaeological and natural history, drawings – Ethnographic studies on Indian castes and professions.</b></p> <p>Chapter No. 02: <b>2) Lucknow:</b> John Zoffany, Tilly Kettle, Ozias Humphrey, Nevasi Lal, <b>Murshidabad:</b> Indian artists painting for British patrons miniature style in paintings with an English touch Hunting scenes, religious practices, <b>Patna and Benaras schools:</b></p> <p>Chapter No. 03: <b>3) Bazaar Art - Firka sets Kalighat Paintings, Patuas (traditional scroll painters), Secular themes over traditional religious ones accompanied by songs, Availability of cheap local paper</b></p>	
<b>Unit –02</b>	20/21
<p>Chapter No. 04: <b>4) Raja Ravi Varma - Academic realist style (Victorian Salon style) and a new body of Indian imagery, Portraits of Indian aristocracy and British officials, First Indian artist to break the monopoly of the British artists as portrait travelling artist, Influence of theatre - Impressed by the realistic rendering of the persons, background, lights, objects, etc., Women from their social milieu regional, national and feminine ideals; ancient Indian epics and literary classics, Theatrical realism, Oleographs.</b></p> <p>Chapter No. 05: <b>5) The Bengal School and Other Artists - Nationalist sentiments mid-19th century, Abanindranath Tagore, AbdurRehman Chughtai, Gaganendranath Tagore, Rabindranath Tagore, Role of E. B. Havel, Wash Technique, Tempera Works.</b></p> <p>Chapter No. 06: <b>6) The Calcutta Group (1943-53): Prominent artists- Prodosh Das Gupta, Paritosh Sen, Kamala Das Gupta, Govardhan Ash, Gopal Ghosh, Abani Sen, Rathin Maitra, Prankrishna Pal, Sunil Madhava Sen. Amongst the other artists Hemant Mishra, Subho Tagore, Paritosh Sen</b></p>	
<b>Unit –03</b>	20/21
<p>Chapter No. 07: <b>7) Progressive Artists' Group: Study of the post-independence political, social and cultural scenario. Reference to other mediums of expression literature, films, theatre both street and mainstream; progressive groups from different fields theatre, writers, etc., Detail study of the works of the members of the group - F. N. Souza, K. H. Ara, S. H. Raza, M. F. Husain, S. K. Bakre, H. A. Gade, Role of Critics and collectors - Rudy von Leyden, art critic at Times of India, Walter Langhammer, Art Director, at Times of India and E. Schlesinger.</b></p> <p>Chapter No. 08: <b>) Other Progressive Schools/ Groups:</b></p>	

**Cholamandal Artists' Village :** K. C. S. Paniker, M. Reddeppa Naidu, J. Sultan Ali, P. V. Janakiraman, Dakshinamurthy, S. Nandagopala, S. G. Vasudev Vidhyashankar Stapathy  
**Delhi Silpi Chakra:** B. C. Sanyal and P. N. Mago, other artists - Shankar Pillai, Kanwal Krishna, K. S. Kulkarni, Dhanraj Bhagat, Harkrishan Lall, Satish Gujral, Ram Kumar, Jaya Appasamy, Bishamber Khanna, Krishen Khanna

Chapter No. 09: **9) Baroda School Faculty of Fine Arts:**

**Years of Inception, Faculty members-** N. S. Bendre, Prodsh Das Gupta, Sankho Chaudhuri,

K. G. Subramanyan, V. R. Amberkar

**Study of the contribution of other individuals too** -V. P. Karmarkar, K. K. Hebbar, Sivax Chavda, Ravishankar Raval, Somalal Shah, Herman Goetz, Mark and Bhatt

**1950's onwards** - Shanti Dave, G. R. Santosh, Jyothi Bhatt, Kumud Patel, Jyotsna Bhatt, Mahendra Pandya, Krishna Chhatpar, Nagji Patel

**Group 1890** - Ambadas, Jeram Patel, Gulammohammad Sheikh, Himmat Shah, Jyoti Bhatt, Raghav Kaneria, S. G. Nikam, Rajesh Mehra, Reddeppa Naidu, Eric Bowen, Bal Krishna Patel,

**Pedagogy** - Lecture Method – Class Room Teaching. - Assignment based learning. - Visit to Visual Art Departments, Heritage Buildings, Monuments, Museums etc. - Use of Learning Recourses: -Audio – Visual aids, Films, Documentaries, Power Point Presentations.

### Course Title: Project / Internship

Course Title: Project / Internship	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury and Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

Note: Students has to submit a synopsis proposal before submitting synopsis, with consultation of faculty / mentor and respective department HOD. The synopsis study must be in relation to the course taught in the semester. The synopsis must be submitted in form of typed manuscript with supportable images. The document should be presented with properly bonded.

### Discipline Specified Elective Courses (DSE) - 3

DSE Course 3 Painting		DSE Course 3 Sculpture		DSE Course 3 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 3 Applied Art		DSE Course 3 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

<b>Content of DSE Course 3 - Painting</b> (Classes conducted by Department of Painting)	96Hrs
Unit 01: Self-thought process and express through painting.	30/32
Unit 02: Execution of painting techniques and methods.	30/32
Unit 03: Selecting the medias of painting to concept or self- expression.	30/32

<b>Content of DSE Course 3 – Sculpture</b> (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Composing round sculpture through own thought process.	30/32
Unit 02: Self- expression through Assembling wood or stone.	30/32
Unit 03: Self- expression through Carving in wood or stone.	30/32

<b>Content of DSE Course 3 – Graphics (Printmaking)</b> (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Relief printing techniques and methods.	30/32
Unit 03: Execution of Intaglio printing techniques and methods.	30/32

<b>Content of DSE Course 3 – Applied Art</b> (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Conceptual illustrative Exercises.	30/32
Unit 02: Story Board Illustration.	30/32
Unit 03: Editorial Illustration.	30/32

<b>Content of DSE Course 3 – Photography &amp; Photojournalism</b> (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Fashion Photography	30/32
Unit 02: Advertising Photography	30/32
Unit 03: Food Photography	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.

### Course Title: Visual Art – Vocational – 3

Course Title: Visual Art - Vocational – 3	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.



## BVA 8<sup>th</sup> Semester

### Discipline Core Courses (DSC)

Course 23 History of Art History		Course 24 Global Trends in Visual Art		Project / Internship	
Number of Theory credits	Number of Lecture hours/sem	Number of Theory credits	Number of Lecture hours/sem	Number of Practical Credits	Number of Teaching hours/sem
5	64	3	64	6	192

### Course Title: History of Art History

Course Title: History of Art History	
Total Contact Hours: 64 Hrs.	Course Credits: 5
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hrs.
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

### Course Pre-requisite(s): History of Art History.

### Course Outcomes (COs):

1. To trace the development of history of art history as discipline.
2. To understand the various prepositions in art history writing.
3. To Understand the art as history questions.
4. To understand the issues of aesthetics in art history.
5. To understand the issues of style, content and form
6. To Understand the issues of anthropology, meaning, authorship & Identity in art history.
7. To understand the issues of globalization.
8. To Understand the art history writing in India.

<b>Content of Course 23 – History of Art History</b>	160Hrs
<b>Unit 01:</b>	53/54
<p>Chapter No. 01: Tracing the origin and development of art historical studies in Europe. □ Historical and cultural and social background of the development. □ Important art historians.</p> <p>Chapter No. 02: Giorgio Vasari, the Tuscan painter, sculptor and author of the Lives of the Most Excellent Painters, Sculptors, and Architects - Johann Joachim Winckelmann -Art Criticism with reference to History of Art in Antiquity and Reflections on the Painting and Sculpture of the Greeks</p> <p>Chapter No. 03: Heinrich Wölfflin - stylistic analysis and His book Renaissance and Baroque emphasising on stylistic periods differed from one another and study of art based on ideas of nationhood. - Vienna Schools with reference to Alois Riegl on the art of late antiquity and the revaluation of the Baroque</p>	



<b>Unit 02:</b>	53/54
<p>Chapter No. 04: Erwin Panofsky - study of history of art history with reference to iconography and his distinction between Renaissance and Baroque art. - Formalism is the study of art by analyzing and comparing form and style, the way objects are made and their purely visual or material aspects. In painting, formalism emphasizes compositional elements such as colour, line, shape, texture, and other perceptual aspects rather than content, meaning, or the historical and social context. Study of Roger fry and Clive bell's view of formalism. Clement Greenberg's study on "Avant-Garde and Kitsch"</p> <p>Chapter No. 05 Study of Sir Ernst Hans Josef Gombrich's Story of Art and Art &amp; Illusion and ways of seeing by John Berger. - Meyer Schapiro's concept of new art historical methodologies that incorporated an interdisciplinary approach to the study of works of art. An expert on early Christian, Medieval, and Modern art</p> <p>Chapter No. 06: .- Meyer Schapiro's concept of new art historical methodologies that incorporated an interdisciplinary approach to the study of works of art. An expert on early Christian, Medieval, and Modern art.</p>	
<b>Unit 03:</b>	53/54
<p>Chapter No. 07: Art History as discipline was quite new to Indian studies, but the art history was already part of the textual and epigraphical sources.</p> <p>Chapter No. 08: Beginning of the Documentation of Indian Art by European scholars - Archaeological explorations by British officers and subject experts –James Berges, J.F. Fleet, Sir, John Marshal, Henry Cousins, Mortimor Wheeler, Percy Brown, Henrith Zimmer.</p> <p>Chapter No. 09: Ananda Coomarswamy, Stella Kramrisch, Nihar rajan Ray, C. Shivarama Murthy, V.S. Agarwal, Karl Khandalwala, Moti Chandra, Mulk Raj Anand, B.N.Goswamy, Ratan Parimoo with special reference to New Art Historical Methodologies</p>	

**Pedagogy** - Lecture presentations. - Demonstrations and Studio Practices. - Assignment based learning. - Out Door Practice:- Study of Heritage Buildings, Monuments, Zoo & Museums etc. - Use of Learning Recourses: - Audio – Visual aids, Films, Documentaries & Power Point Presentations.

**Course Title: Global Trends in Visual Art**

Course Title: <b>Global Trends in Visual Art</b>	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: 2:30 Hrs.
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

**Course Pre-requisite(s): Global Trends in Visual Art**

**Course Outcomes (COs):**

1. To trace the evolution of aftermath of Modern in the art of India and west.

2. To understand Newness in art making of 20<sup>th</sup> Century art.
3. To understand the new mediums and materials in art practices.
4. To understand the New Media lineage and legacy of art

<b>Content of Course 24 – Global Trends in Visual Art</b>	64Hrs
<b>Unit –01</b>	20/21
Chapter No. 01: Development of New trends and materials in the field of visual arts. Study of both Indian & western contemporary artists and their practice. Chapter No. 02: Historical background and changing idea of art making and materials Chapter No. 03: Issues related medium specific art making	
<b>Unit –02</b>	20/21
Chapter No. 04: Conceptual art its lineage & development Chapter No 05: Installation Chapter No. 06: New Media & Site specific art making	
<b>Unit –03</b>	20/21
Chapter No. 07: Feminism and Art Chapter No. 08: Material as Metaphor Chapter No. 09: Performance Art	

**Pedagogy** - Lecture Method – Class Room Teaching. - Assignment based learning. - Visit to Visual Art Departments, Heritage Buildings, Monuments, Museums etc. - Use of Learning Recourses: -Audio – Visual aids, Films, Documentaries, Power Point Presentations.

**Course Title: Project / Internship (Industry connect / Independent)**

<b>Course Title: Project on Global Trends in Visual Art</b>	
Total Contact Hours: 192 Hrs.	Course Credits: 6
Formative Assessment Marks: 60	Duration of ESA/ EXAM: Jury and Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 40

**Course Pre-requisite(s): Project (Industry connect / Independent)**

**Course Outcomes (COs):**

1. To understand the cognitive aspects of student in the selected area.
2. To understand the new possibilities of meaning in existing knowledge.
3. To understand the significant knowledge resource in the specific area.
4. To understand the systematic way of research process.

*Note: Students shall carry the research format, template and guidelines of research preparation and submission from the respective Department heads and mentor.*

## Discipline Specified Elective Courses (DSE) - 4

DSE Course 4 Painting		DSE Course 4 Sculpture		DSE Course 4 Graphics (Printmaking)	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96	3	96

DSE Course 4 Applied Art		DSE Course 4 Photography and Photojournalism	
Practical Credits	Teaching hours/semester	Practical Credits	Teaching hours/semester
3	96	3	96

Content of DSE Course 4 - Painting (Classes conducted by Department of Painting)	96Hrs
Unit 01: Continue the personal art practice.	30/32
Unit 02: Experiment and understanding of the new ways of painting.	30/32
Unit 03: Art practice and its possibilities through painting.	30/32

Content of DSE Course 4 – Sculpture (Classes conducted by Department of Sculpture)	96Hrs
Unit 01: Continue the self-thought process in sculpture.	30/32
Unit 02: Express expression through wood or stone. (any process)	30/32
Unit 03: Express expression through metal sculpture. (any process)	30/32

Content of DSE Course 4 – Graphics (Printmaking) (Classes conducted by Department of Graphics [Printmaking])	96Hrs
Unit 01: Drawing based on personal expertise and creative expression.	30/32
Unit 02: Execution of Planography printing techniques and methods	30/32
Unit 03: Execution of Serigraphy printing techniques and methods.	30/32

Content of DSE Course 4 – Applied Art (Classes conducted by Department of Applied Art)	96Hrs
Unit 01: Advertising Layouts for Commercial Services.	30/32
Unit 02: Info graphics.	30/32
Unit 03: Publication Illustration, Fashion Illustration.	30/32

Content of DSE Course 4 – Photography & Photojournalism (Classes conducted by Department of Photography & Photojournalism)	96Hrs
Unit 01: Action Photography	30/32
Unit 02: Drone Photography	30/32
Unit 03: C 3 Assignment	30/32

Pedagogy Lecture presentations, Demonstrations, Assignment based learning.

## Course Title: Visual Art – Vocational – 4

Course Title: Visual Art - Vocational – 4	
Total Contact Hours: 64 Hrs.	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/ EXAM: Display & Viva
Model Syllabus Authors: Chairman and Members of BOS – CAVA, Mysore.	Summative Assessment Marks: 60

The Visual Art Vocational education and training will be focused on skill development of the student along with practical and theory practice, which is related to the major or minor discipline or choice of the student. These courses will be useful to find a job for students completing the visual art program.

These courses are job centric, so in visual art will offer the below mentioned points, with specified restrictions.

1. Participation in the concern department organizing workshop with in the semester.
2. Documentation and practice related to visual arts, under a subject expert or Eminent artist, (one week in the semester) with the permission of respective department head.
3. Survey, Documentation, Visiting the Museum's, Printing Units, Publication Units, Galleries, etc. which is related to visual arts. With permission of respective department head is Compulsory.
4. Online and offline courses on software's and digital practice related to visual arts with certificate offered by the private agencies.
5. Documentation, survey and practice on local handicrafts which is related to major and minor courses, with the permission of respective department head.
6. Participation in symposium, workshops, camp's and seminar organized by government and non-government organizations. Which offer certificate of participation to the student.
7. Visiting Business centers, malls and market to study the various consumer product's, display method, POP, Signage, packaging, etc. And prepare a report on the subjects with the permission of respective department head.
8. Conducting visual art (Painting/ Sculpture/ Printmaking/ Applied Art/ Photography) related classes and demonstrations (teaching practice) to the primary and secondary school students with the permission of respective school principals, and receive a certificate of teaching the class. (one week in the semester)

Note: Above said points indicates the possibilities of the course and these all are considered by the respective department HODs. That content may be repeated in all four semesters or it may change in each semester. But selected option must be completed within semester before examination begins.

The examination of these courses will be conducted within the department. Scheme of examination include PPT presentation, display and Vivo.